



新世纪高职高专教改项目成果教材

Xinshiji Gaozhi Gaozhuan Jiaogai Xiangmu Chengguo Jiaocai

商务英语实用教程

张东昌 主编

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商务英语实用教程 (配盘)



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内容提要

本教程是教育部新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目成果,由有关教育部高职高专教育专业教学改革试点院校编写。

本教程共有18个单元,单元主题以整个国际商务活动过程为线索,既包括迎接外商、电话联系、安排行程、购物、宴请等日常国际商务活动,也涵盖了市场调查、订购、谈判、签约、支付、装运等基本国际商务环节,同时讨论了岗位与职业、广告、管理、加入WTO、顾客满意、财务会计报表、外贸政策等与现代商务活动紧密相关的话题,内容全面,契合实际。围绕单元主题,又分为听说训练、综合阅读、应用写作、拓展阅读和文化沙龙5个模块。全书立足于听、说、读、写、译5种商务英语技能的全面培养,同时注重拓展学生的知识面,并提高其学习的兴趣。

本教程附有录音光盘,可帮助学生练习听力和口语。本教程的部分译文和练习参考答案可从高职高专教学资源网(<http://hv.hep.com.cn>)下载。

本教程可作为高等职业院校、高等专科学校、成人高等院校及本科院校举办的二级职业技术学院、继续教育学院和民办高校的国际贸易、工商管理及其他相关专业学生的学习用书,也可供五年制高职院校、中等职业学校相关专业学生学习和社会从业人士参考使用。

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出版说明

为认真贯彻《中共中央国务院关于深化教育改革全面推进素质教育的决定》和《面向21世纪教育振兴行动计划》，研究高职高专教育跨世纪发展战略和改革措施，整体推进高职高专教学改革，教育部决定组织实施《新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目计划》（教高〔2000〕3号，以下简称《计划》）。《计划》的目标是：“经过五年的努力，初步形成适应社会主义现代化建设需要的具有中国特色的高职高专教育人才培养模式和教学内容体系。”《计划》的研究项目涉及高职高专教育的地位、作用、性质、培养目标、培养模式、教学内容与课程体系、教学方法与手段、教学管理等诸多方面，重点是人才培养模式的改革和教学内容体系的改革，先导是教育思想的改革和教育观念的转变。与此同时，为了贯彻落实《教育部关于加强高职高专教育人才培养工作的意见》（教高〔2000〕2号）的精神，教育部高等教育司决定从2000年起，在全国各省市的高等职业学校、高等专科学校、成人高等学校以及本科院校的职业技术学院（以下简称高职高专院校）中广泛开展专业教学改革试点工作，目标是：在全国高职高专院校中，遴选若干专业点，进行以提高人才培养质量为目的、人才培养模式改革与创新为主题的专业教学改革试点，经过几年的努力，力争在全国建成一批特色鲜明、在国内同类教育中具有带头作用的示范专业，推动高职高专教育的改革与发展。

教育部《计划》和专业试点等新世纪高职高专教改项目工作开展以来，各有关高职高专院校投入了大量的人力、物力和财力，在高职高专教育培养目标、人才培养模式以及专业设置、课程改革等方面做了大量的研究、探索和实践，取得了不少成果。为使这些教改项目成果能够得以固化并更好地推广，从而总体上提高高职高专教育人才培养的质量，我们组织了有关高职高专院校进行了多次研讨，并从中遴选出了一批较为成熟的成果，组织编写了一批“新世纪高职高专教改项目成果”教材。这些教材结合教改项目成果，反映了最新的教学改革方向，很值得广大高职高专院校借鉴。

新世纪高职高专教改项目成果教材适用于高等职业学校、高等专科学校、成人高校及本科院校举办的二级职业技术学院、继续教育学院和民办高校使用。

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2002年11月30日

前言

本教程是教育部新世纪高职高专教育人才培养模式和教学内容体系改革与建设项目成果,是由教育部高职高专教育专业教学改革试点院校的教师在总结教学经验、探索教学创新的基础上编写而成的。

众所周知,以加入WTO为契机,我国的经济日益融入全球经济之中。在这样的背景下,企业对于既具有较好英语水平又掌握必备商务技能的应用性人才需求越来越迫切,这对高职高专教育商务英语课程的教学提出了更高的要求:体现在教学内容上,更加注重实用性,教学内容要反映当前的国际商务实践,符合企业实际工作对人才的知识和技能要求;体现在教学方法上,更加注重灵活性,与高职高专学生的认知特点相适应,使其能够活学活用商务英语。为了满足这样的教学要求,我们编写了这本《商务英语实用教程》,希望能够对当前高职高专院校商务英语课程的教学有所助益。

本教程有两大特点,首先是内容实用、全面。本教程共有18个单元,每个单元围绕一个主题展开。单元主题以整个国际商务活动过程为线索,既包括迎接外商、电话联系、安排行程、购物、宴请等日常国际商务活动,也涵盖了市场调查、订购、谈判、签约、支付、装运等基本国际商务环节,同时讨论了岗位与职业、广告、管理、加入WTO、顾客满意、财务会计报表、外贸政策等与现代商务活动紧密相关的话题,基本上反映了当前国际商务的全貌,能够较好地满足高职高专商务英语教学的需要。其次是形式多样、新颖。围绕单元主题,每一单元又分为5个教学模块,分别是听说训练(包括样板对话、听力练习、对话应用、角色扮演等)、综合阅读(包括精读范文、词汇短语、难点注释、各类习题等)、应用写作(包括对某一应用文类型的简短中文解说、应用文范例和写作练习)、拓展阅读(提供更多的专业知识)和文化沙龙(背景知识和趣味知识链接),有助于提高教学的灵活性、多样性和趣味性,从而更好地培养学生听、说、读、写、译5种英语技能。本教程还附有录音光盘,收录了教程中的对话和范文,可作为学习者练习听力和口语的素材。

本教程由张东昌主编,王毅、杨亚军、戴立黎、邱瑞年、李荣、高学军副主编,参加编写的人员还有:高华、常华、甘志昕、肖斌斌、曾玲琴、汤华明、郑静、顾亮和、史阳、金龄。南开大学外语教学部的张文起教授认真审读了书稿并提出了宝贵的修改意见,在此深表谢意。

在本教程的编写过程中,我们得到了很多同事和朋友的热情关心、帮助和指导,在此一并表示衷心的感谢。

本教程是我们在高职高专商务英语课程教学改革方面开展的一次尝试,其中难免会有不当和疏漏之处,敬请广大读者批评指正。

编者

2004年3月

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Unit 1

Meeting a Foreign Businessman

Part I Listen and Talk

Listen and read

Listen to the dialogue samples and read them aloud.



■ Dialogue One At the Airport

Mr. Johnson, a businessman from London arrives at Beijing Capital International Airport. Yang Hong, the secretary of one company, is now at the airport to meet Mr. Johnson.

- Yang: Excuse me, but are you Mr. Johnson?
- Johnson: Yes, I'm Mike Johnson from London.
- Yang: How do you do? My name is Yang Hong. I'm from the Machinery Import and Export Corporation of China.
- Johnson: How do you do, Mr. Yang?
- Yang: Welcome to Beijing, Mr. Johnson. Our manager asked me to come and meet you.
- Johnson: Thank you, Mr. Yang. I'm very glad to meet you.
- Yang: Glad to meet you, too. Hope you had a good trip.
- Johnson: Fine. I had a very good flight.
- Yang: I'm very glad to hear that. Let's take a short rest in the waiting room, and then we're going through the formalities.
- Johnson: OK.

■ Dialogue Two At the Customs

Mr. Johnson goes through the customs formalities. He meets a customs officer at the customs service desk.

Officer: May I see your passport and customs form, please?
 Johnson: Yes, here you are.
 Officer: Is all your luggage here?
 Johnson: Yes, a briefcase, a traveling bag and a suitcase.
 Officer: Oh, your briefcase is exempted from examination. Will you please open this suitcase?
 Johnson: Certainly, that's some medicine for my bad cold and there're some gifts.
 Officer: All right. You can close your suitcase now.
 Johnson: Is that all?
 Officer: Yes. Go ahead, please.

Listen to it

Listen to the following dialogues and try to fill in the blanks.

■ Dialogue One

Yang: Excuse me. Are you Mike (1) _____ ?
 Johnson: Oh, yes, Mike Johnson .
 Yang: (2) _____, Mr. Johnson? I'm Yang Hong. Here is my card.
 Johnson: How do you do? Nice to (3) _____.
 Yang: I'm glad to meet you, (4) _____.
 Johnson: Thank you for meeting me. By the way, please call me (5) _____.
 Yang: OK, Mike. Please call me Hong.

■ Dialogue Two

Officer: May I see your passport, and (1) _____, please?
 Johnson: Yes, here you are.
 Officer: Anything (2) _____?
 Johnson: I bought a digital camera in London, which costs £ 50.
 Officer: Anything else (3) _____ this?
 Johnson: Well, I've bought two bottles of Scottish brandy and a carton of cigarettes.
 Officer: You're allowed (4) _____, so you don't have to pay for your digital camera and brandy.
 Johnson: Thank you. (5) _____?
 Officer: Yes, pass on, please.

Put in use

1. Imagine you're meeting a businessman and his secretary from England at the airport. Read aloud the following dialogue with your partners by putting in the missing words and then listen to the CD-ROM and check your answers.

Li: Hello, are you Mr. Smith from England?
 Mr. Smith: Yes, Robert Smith. (1) _____. Thank you for (2) _____.
 Li: (3) _____. Welcome to China. My name is Li Weihua.
 Please call me Li. (4) _____.
 Mr. Smith: Thank you. Here is mine. And (5) _____, she is my secretary.
 Li: (6) _____, Miss. Nelson?
 Miss Nelson: How do you do? (7) _____.
 Li: How was the flight, Jane?
 Miss Nelson: It was OK. (8) _____.
 Li: Then let's get your luggage and go to (9) _____ now.
 Mr. Smith: Oh, thank you. (10) _____.

2. Imagine you're a foreign businessman at the customs office and go through the customs formalities. Complete the following dialogue by translating the Chinese into English. Then role play the dialogue with your partner.

Officer: May I see your customs form?
 Businessman: 好。我只带了几件小礼品——他们的总价值不到 100 美元。
 Officer: Please open the black bag. What's in this little container?
 Businessman: 噢，那是治感冒的药。
 Officer: Please show me the gifts you mentioned?
 Businessman: 当然可以，给你。
 Officer: Do you have a receipt for this gold ring?
 Businessman: 是的，我有。等一下…在这儿。
 Officer: Thank you. You can close your bag now and pass on, please.

Act out

1. Imagine you meet an English businessman in your company and you come over to greet him. Act out the conversation with your partner. The following are some useful patterns and expressions.

Greetings

How do you do?
Hello, you must be Johnson.
How are you?
How are things with you?
How are you doing?
How is everything?
Nice to meet you, Johnson.
Good morning.
Welcome to our company.
Excuse me, are you Johnson?

Responses

How do you do?
Fine, just fine.
Fine, thank you.
Quite well. And you?
Just so-so, and what about you?
Not too bad.
Nice to meet you.
Very happy to see you, too.

Self-introduction/Introducing someone

I'm Johnson Mike.
Please call me Johnson.
Let me introduce myself.
Hello, may I introduce myself?
I'd like to introduce myself first.
Here is my card.
Hello, my name is ...from...
This is ...
He/She is...
Can I introduce you to...?
I'd like to introduce you to...

Meeting someone and small talk

Pleased to meet you.
It's my pleasure.
How are things in (London)?
How long are you staying in...?
I hope you like it.
Is your hotel comfortable?
Is this your first visit to ...?

Offering assistance

Can I get you anything?
Do you need any help?
Would you like a drink?
Can I do anything for you?

Asking for assistance

There is one thing I need...
 Could you help me arrange a flight to ...?
 Could you get me...?
 Could you book a car/taxi?

2. Imagine you go to the customs office to go through the customs formalities and you meet an officer at the customs service desk. Act out the conversation with your partner. The following are some useful patterns and expressions.

Making the customs examinations

Any cigarettes and liquor?
 Any living plants or animals?
 Cleared. Go ahead, please.
 Collect your receipt, please.
 Do you have anything particular to declare?
 Please fill out this Customs Baggage Declaration Form.
 Have you filled out the customs forms?
 You have to go through customs formalities.
 Please open your briefcase.
 Passport, please.

Going through the customs formalities

I have only these personal things.
 I've bought some presents for my relatives.
 What articles are dutiable?
 How much should I pay for the duty?
 Are these painting liable to customs duties?
 I don't know what's dutiable?
 Take a look, please.
 What articles are allowed to be exported free of charge?
 When can I collect my passport?

Part II Comprehensive Reading

Cross-culture Understanding on Business

We live in a global village, but how well do we know and understand the cross-culture on business? Maybe we assume that the widespread understanding of the English language means a corresponding understanding of English customs. However, it might not be necessarily the case. If we want to have good business, we must have the cross-culture understanding on business. Here are some tips for you to pay attention to:

1. Eye Contact

In many Western countries, including the United States, a person who does not maintain “good eye contact” is regarded as being slightly suspicious. Americans unconsciously associate people who avoid eye contact as unfriendly, insecure, untrustworthy, inattentive and impersonal. However, in contrast, Japanese adults lower their eyes when speaking to a superior, a gesture of respect. In Thailand you should clasp your hands together and lower your head and your eyes when you greet someone.

Latin American culture, as well as some African cultures, such as Nigeria, have longer looking time, but prolonged eye contact from an individual of lower status is considered disrespectful. In the US, it is considered rude to stare—regardless of who is looking at whom. In contrast, the polite Englishman is taught to pay strict attention to a speaker, to listen carefully, and blink his eyes to let speaker know he or she has been understood as well as heard, while in Pakistan you mustn't wink for it's offensive.

2. Time Arrival

Imagine you have made an appointment at three o'clock. What time should you expect your foreign business colleagues to arrive? If they're German, they'll be right on time. If they're American, they'll probably be 15 minutes early. If they're British, they'll be 15 minutes late and you should allow up to an hour for the Italians.

3. At Meal and Drinking Time

The British are happy to have business lunch and discuss business matters with a drink during the meal; the Japanese prefer not to work while eating. Lunch is a time to relax and get to know one another, and they rarely drink at lunchtime.

The Germans like to talk business before dinner. However, in contrast, the French like to eat first and talk afterwards. They have to be well fed and watered before they discuss anything. And you shouldn't sit down in a café until you've shaken hands with everyone you know in France.

In Russia you must match your hosts drink for drink, or they will think you are unfriendly; in America you should eat your hamburger with both hands and as quickly as you can. You shouldn't try to have a conversation until it is eaten; in the Middle East you must never use the left hand for eating, drinking, smoking or greeting. Also, you should take care not to admire anything in your host's home. They will feel that they have to give it to you.

There are other suggestions on cross-culture understanding on business that might help you with your business. Only a few have been mentioned here. Before you go to a country on business, you should have to learn something more about her culture. When in Rome, do as the Romans do.

New Words

formality /fɔ: 'mæltɪtɪ/ <i>n.</i>	action required by convention or law 习俗上的或法律上的手续
briefcase /'bri: fkeɪs/ <i>n.</i>	flat leather or plastic case for carrying documents (扁平的、皮革或塑料的)公事包
suitcase /'sju: tkeɪs/ <i>n.</i>	case with flat sides, used for carrying clothes, etc 手提衣箱, 小提箱
exempt /ɪg'zempt/ <i>v.</i>	free from an obligation, duty or payment; not liable 免除义务或责任, 豁免
digital /'dɪdʒɪtl/ <i>adj.</i>	showing amounts by means of numbers 数字的, 数字显示的
dutiable /'dju: tjəbl/ <i>adj.</i>	on which customs or other duties must be paid 应纳税的
liable /'laɪəbl/ <i>adj.</i>	responsible by law 负法律责任
global /'gləʊbəl/ <i>adj.</i>	world-wide 全球的
assume /ə'sju: m/ <i>v.</i>	take as true before there is proof 认为, 假定
widespread /'wɜ:dspreɪd/ <i>adj.</i>	distributed over a large area 分布广的, 普遍的
mean /mi: n/ <i>v.</i>	have as purpose, intend 意旨, 打算
corresponding /kɔ:ri'spɒndɪŋ/ <i>adj.</i>	相应的, 相当的
custom /'kʌstəm/ <i>n.</i>	particularly way of behavior which, before it has long established, is observed by individuals and social groups 习惯
necessarily /'nesɪsəri:li/ <i>adv.</i>	in a way that must be so 必要地
case /keɪs/ <i>n.</i>	a particular occasion or situation relating to a person 情况, 实情
tip /tɪp/ <i>n.</i>	a helpful piece of advice 有用的意见, 劝告
maintain /meɪn'teɪn/ <i>v.</i>	keep in good repair, keep up, continue

contact /kən'tækt/ <i>v.</i>	保养, 保持, 维持 reach sb. by message, telephone 联系, 接触
suspicious /səs'piʃəs/ <i>adj.</i>	having or showing suspicion, not trusting 可疑的, 多疑的
unconsciously /,ʌn'kɒnʃəsli/ <i>adv.</i>	senselessly, not in a conscious state 无意识地, 失去知觉地
associate /ə'səʊʃieɪt/ <i>v.</i>	join as friends or as partners in business or a shared purpose, connect in mind or imagination 联合, 联系, 联想
avoid /ə'vɔɪd/ <i>v.</i>	keep away on purpose, escape 回避, 避免, 避开
unfriendly /,ʌn'frendli/ <i>adv.</i>	not friendly 不友好地
insecure /,ɪnsɪ'kjuə/ <i>adj.</i>	not safe, not to be relied on 不安全的, 靠不住的
untrustworthy /,ʌn'trʌst,wə:θɪ/ <i>adj.</i>	not worthy of trust; not dependable 不可信任的, 靠不住的
inattentive /ɪnə'tentɪv/ <i>adj.</i>	not paying attention 不注意的, 粗心的
impersonal /,ɪm'pɜ:sənəl/ <i>adj.</i>	not showing, or being affected by, personal feelings 非个人的, 与个人无关的
superior /sju: 'piəriəl/ <i>adj.</i>	higher or above in place, position, rank or office 高级的, 年长的
<i>n.</i>	a person of higher rank, authority 上司, 长官, 长辈
status /'stetəs/ <i>n.</i>	one's social or professional standing in relation to others 地位, 身份
disrespectful /,dɪsrɪ'spektfəl/ <i>adj.</i>	not feeling or showing respect 不值得尊敬的
polite /pə'laɪt/ <i>adj.</i>	having or showing good manners, behaving properly 礼貌的, 有礼貌的
blink /blɪŋk/ <i>v.</i>	close and open eyes rapidly 眨眼, 眯起眼看
wink /wɪŋk/ <i>v.</i>	shut and open the eyes quickly, shut and open an eye quickly in greeting 眨眼, 递眼色
offensive /ə'fensɪv/ <i>adj.</i>	causing offence, unpleasant, of attacking

imagine /ɪ'mædʒɪn/ v.	冒犯的, 可厌的 form a picture of, have an idea of 设想, 想像
colleague /'kɒliːg/ n.	a fellow worker 同事
prefer /prɪ'fɜː/ v.	choose(one thing or action) rather than another 更喜欢, 宁愿
conversation /,kɒnvə'seɪʃən/ n.	a talk 谈话, 会话
admire /əd'maɪə/ v.	have a very high opinion of, look at with great pleasure and often to express this pleasure 欣赏, 佩服
mention /'menʃən/ v.	talk about, speak of, write about, refer to 提到, 涉及到

Expressions and Phrases

regard as	把…认为/当作…
as well as	也, 和, 同样, 又, 既…又…
regardless of	不管…, 不顾…
take care	注意, 小心
in contrast	对照, 对比

Proper Names

Nigeria	尼日利亚
Italian	意大利人
Latin America	拉丁美洲
African	非洲人

Notes

1. You should allow up to an hour for the Italians: You should be prepared to wait for the Italians for an hour.
2. They have to be well fed and watered before... : The French like to have a good meal as well as drinks before getting down to business.

Exercises

1. Read the text carefully again and discuss the following questions.

- 1) What do Americans think of people who avoid eye contact while talking with someone else?