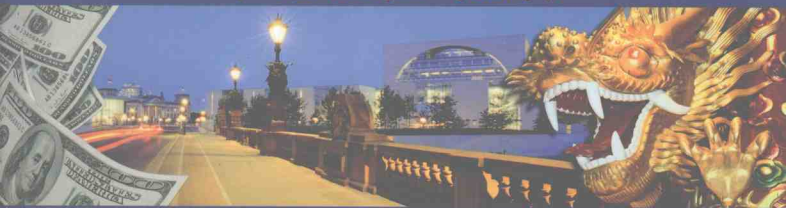


Double Dealing

INTERMEDIATE BUSINESS ENGLISH COURSE

全景商务英语

中级教程 **Student's Book**
学生用书



James Schofield

CENGAGE
Learning™

W 上海外语教育出版社
外教社 SHANGHAI FOREIGN LANGUAGE EDUCATION PRESS
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附光盘

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前言

《全景商务英语》(Double Dealing)是一套集商务英语语言知识和商务技能于一体的情景式商务英语教材。该教材突出了“以人为本”的特点,设计风格独特,内容新颖,不仅为学习者提供了系统的英语语言知识,还通过各种真实的商务活动为学习者提供了丰富的商务场景,使他们可以有效地提高运用英语进行商务活动的能力。与国内已引进的同类教材(《剑桥国际商务英语》、《新视野商务英语》等)相比,这套教材除具备与它们一样的特点,即语料真实、内容丰富、练习形式多样外,还具有以下几个主要特色:

- 趣味性和激发性较强。整套教材的内容设计和编排十分独到,各册分别以某国际公司的运作为主线,通过公司运营中的各种问题,以及公司内部、公司与客户之间、公司与合作伙伴之间的各种交流活动,将一个个鲜活的故事、案例和对话等贯穿全书,各单元间章章相连,环环相扣,这样不仅可以有效地激发学生的学习欲望,还可以使学生有身临其境之感,在体会激烈的商场竞争的同时,自觉地提高自己用英语进行商战的能力。这种编排手法在一般同类教材中尚不多见。
- 注重跨文化意识的培养。这套教材的各单元均设有“Cross-cultural Focus”项目,针对各种不同文化背景下的商务观点、商务沟通方式以及商务行为等,提供了大量真实的案例,系统地介绍了跨文化商务知识,并辅之以各种强化训练活动。因此,这套教材较为注重系统地培养学生在国际商务活动中的跨文化意识和跨文化交际能力。
- 注重学习能力的培养。这套教材以形式多样且饶有趣味的“Review”和“Personal Data Bank”练习项目来结束各单元的商务活动,旨在帮助、引导学生总结单元知识与相关技能。这样的设计不仅有利于巩固学生所学的知识与技能,更有利于帮助他们培养良好的学习习惯和有效的学习策略。

《全景商务英语》(Double Dealing)这套教材完全以满足学习者的需求为目的,其内容的设计与编排融知识性、趣味性、理论性和实用性于一体。各单元主题明确,

情节鲜活，语言地道，结构合理，图文并茂，生动有趣；从开始的导入性练习到最后的总结活动，各部分内容精练，并且讲练结合，通过听、说、读、写等多角度强化商务英语语言知识的学习和商务技能的训练。因此，如能切实掌握教材中的有关知识和技能，还将有助于学习者通过BEC（剑桥商务英语证书考试）和TOEIC（托业考试）等类型的考试。

《全景商务英语》（*Double Dealing*）这套教材分为初级教程、中级教程和高级教程，分别由学生用书和教师用书组成。该教材可作为国际经贸、国际金融以及商务英语等专业的教材，也可作为大学英语选修课的教材，还可作为商界人士学习使用或相关行业培训的教材。

杨翠萍

上海对外贸易学院

Introduction

While I was developing and testing *Double Dealing Intermediate*, the students I work with asked me a lot of questions about the book and why I was writing it. Some of these questions are ones you might also have, so I've collected them together, with my answers, for you to have a look at.

WHO IS *DOUBLE DEALING INTERMEDIATE* FOR?

It is an intermediate business English course for people in business and students of business.

WHAT DOES *DOUBLE DEALING* MEAN?

Double dealing means tricking or cheating. The book has an exciting storyline. The international construction company Bergerbild has a problem. Sean McCabe, a commercial project manager, has died in mysterious circumstances in Malaysia. The top management asks Emily Lee, a company auditor based in the Bergerbild New York office, to find out what is going on. The story moves from New York to Berlin and Malaysia, in the course of which you will help Emily take part in meetings, write emails, negotiate, deal with figures and make presentations. And find out who killed Sean McCabe ...

WHAT'S IN *DOUBLE DEALING INTERMEDIATE*?

Everything you need for a complete course is contained in one book.

- 10 class units with authentic business speaking, listening, reading and writing tasks, cross-cultural topics and business simulations
- Audio scripts for all the class units
- A list of key vocabulary
- 10 self-study units for homework – including listening, reading, writing and pronunciation activities – together with answers and audio scripts
- Audio CDs with all the listening tasks for the class and the self-study units

WHAT MAKES *DOUBLE DEALING INTERMEDIATE* SPECIAL?

- *Authentic business vocabulary and language* The book has the language you need to do business confidently in English.
- *Storyline* This is interesting and motivating. You will enjoy improving your English because you will want to find out what happens next to Emily Lee.
- *Cross-cultural themes* Why do we behave in one way and people from other cultures behave in another? This fascinating topic is a big part of the course.
- *Business focus* Every unit has a skills section which links the language of the unit with ideas from business management training.
- *Self-learning* As well as the Self-study section, every unit has a Personal Data Bank. This will help you organise the new language you learn so you can access it more easily when you need it.
- *Variety of accents* The audio CDs have a wide range of native and non-native English accents – just like the real world.

Well, these were the main questions people asked me. Have you got any more? If you have, then you can write to me at james@summertown.co.uk. I will answer them as soon as I can.

I had a lot of fun writing *Double Dealing Intermediate*. I hope you have just as much fun using it and improve your English at the same time. I think you will.

James Sheffield

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| | conversations | marketing campaign | | |
| | making assumptions | business dilemmas | | |
| | skimming and scanning | downsizing | | |
| | motivating the audience | creative thinking | | |

Bergerbild is an international construction company with offices in Berlin, New York and Malaysia. These are the employees involved in the Kuching Metro project.

| | |
|--|--|
|  |  |
| Emily Lee <i>Financial auditor</i> | |
|  |  |
| Frank Churchill <i>Chief financial officer</i> | Filippo Gmino <i>Technical project manager</i> |
|  |  |
| Selma Hargreaves <i>Personal assistant to Frank</i> | Peter Esterhazy <i>Assistant commercial manager</i> |
|  |  |
| Derek Poole <i>Project site manager</i> | Sean McCabe <i>Commercial project manager</i> |

1 Who's who?

In this unit we practise:

- business vocabulary – company organigrams
- business language – using the phone
- cross-cultural focus – selling abroad
- business focus – selling over the phone
- simulation – telesales plan



START UP

- 1 a** Who are the other people in your class? What do you know about them? What do they know about you? Interview as many of your colleagues as possible in fifteen minutes. Then report your findings to the whole class.

Find people who:

- have a birthday in the same month as you
- have been on a business trip abroad in the last year
- have visited the UK, the US or Australia
- like your favourite television programme
- sometimes use English on the phone
- have seen a film in English (What was it? How much did they understand?)

- b** Think of something nice to say about someone in your class.

Carlos is wearing a great tie!

- 2** Emily Lee is a financial auditor working for the German construction company Bergerbild AG. At present she is based in New York. Read texts A–C. In pairs, discuss the questions.

- 1 What does Bergerbild do? *I think Bergerbild ...*
- 2 Where is Kuching and what is Bergerbild doing there?
- 3 Is the company working on its own?

A

Consortium partners Sean McCabe, Frank Churchill and Filippo Cimino from Bergerbild AG with David Cheong from Cheong Construction Manpower, at the signing of the contract today in Kuching, Malaysia.

METRO



The South East Asia Mail 20 May

B

Man found dead in hotel

- 4 How did Sean die?
5 Was he married?
6 Why was he well-known in Kuching?

POLICE were called to the Hotel Happy Garden, downtown Kuching, early this morning when cleaning staff discovered businessman Sean McCabe (42) collapsed in his room. McCabe, commercial project manager for the Kuching Metro system under construction by the German multinational Bergerbild, had taken an overdose of sleeping tablets with a bottle of whiskey. A note next to the body mentioned the breakup of his

marriage. A close colleague, Frank Churchill (39) CFO for Bergerbild, who was also staying at the hotel, said: 'We're all completely devastated by this tragic death. I knew that Sean was upset by his wife leaving him last year, but I never expected something like this.'

McCabe was best known in Kuching as the director of a local charity for handicapped children, The Wake Up Fund.

C

Financial investigation

New Reply Reply All Forward Flag Print Delete Send & Receive Address Book Find

From: f.churchill@bergerbild.com
To: e.lee@bergerbild.com
cc: c.wolff@bergerbild.com
Date: 21 May ...
Subject: Financial investigation, Kuching Metro project, Berlin

Hi Emily

As you know, the commercial project manager for this project, Sean McCabe, has just died in Kuching. I've taken over the financial management of the project, but the CEO and I want someone else to look over the project, talk to the people involved, and write a report. I'd like you to come over to Berlin from New York for a month and do this for us. You could use Peter Esterhazy, our assistant commercial manager, as an assistant. He was over in the New York office last year when I was still there – do you remember?

The Kuching technical project manager in the Berlin office is Filippo Cimino and his site manager in Kuching is Derek Poole. The project PA and team assistant in Berlin is Selina Hargreaves and you can contact her if you want her to organise travel, hotels, etc.

It'll be great to see you again!

Regards
Frank

Abbreviations

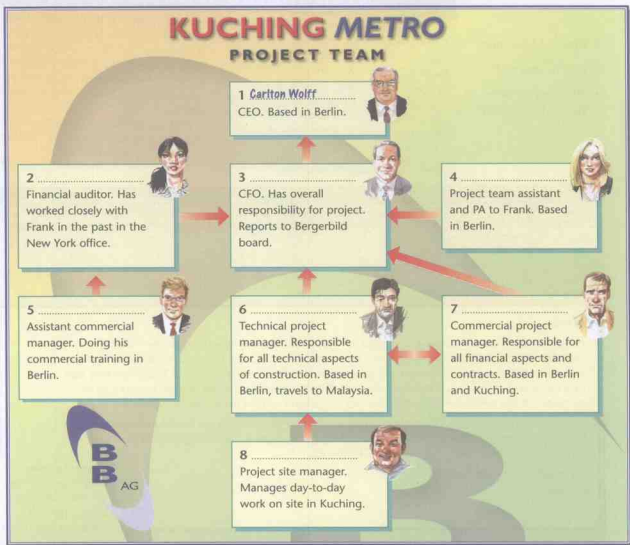
CEO chief executive officer
CFO chief financial officer
PA personal assistant
AG a company listed on the German stock exchange

- 7 What does Frank want Emily to do?
8 Where is she now?
9 Who will help her?
10 Who could make the arrangements?

FOR KUCHING



- 1** a Complete the organisation chart with the names of the people, using the information on page 2.



- b** Use the information from the chart in activity 1a to write the numbers of the people below.

Who is the person who:

1 reports to Filippo?

☒

2 does secretarial work?

☐

3 is still learning his/her job?

☐

4 has contact to the top management of Bergerbild?

☐

5 checks that the accounts and finance of projects or departments are correct?

☐

6 is in charge of the whole company?

☐

- 2** Draw a small chart of an organisation such as an office or club that you belong to or are familiar with. Explain the diagram to your partner. Where do you fit in?

3 a Selina Hargreaves is talking to Filippo Cimino on the phone. Listen to her part of the conversation. At the moment, where are the following people?







1 Filippo 2 Selina 3 Frank 4 Emily *Filippo is in Malaysia.*

b Listen again. What extra information do you learn about Frank and Emily?

4 From the information you have so far, which of the words in the box best describe Selina?

kind funny unpleasant nice
arrogant generous critical attractive

5 So that everyone working on the Kuching Metro project can get to know Emily before she arrives in Berlin, Frank has organised a telephone conference. Listen to the conversation and complete the table.

| Name | From | Experience | Responsibilities (project) | Wants |
|---|---|---------------------------------|----------------------------|---|
| Frank Churchill |  | | | to finish project with no more problems |
|  | | 2 years in New York office | | |
| Filippo Cimino |  Italy/Sicily | | | |
| Selina Hargreaves |  | | PA to Frank in Berlin | |
| Derek Poole |  | | | to finish project on time |
| Peter Esterhazy |  | training in Berlin and New York | | |

6 Work in pairs. Spell out your name and address to your partner. Then move round the class and practise with other people.

7 Tell your partner something about where you are from, your past, what you do now and what you would like the course book to do for you. Then find out something about him or her. Finally, tell the class everything you have learnt about your partner.

- 1 Do you find telephoning difficult? Many people do. In pairs, discuss the possible problems below. Can you add any more to the list?

- changing suddenly from your language to English
- not seeing the face of your telephone partner
- your / your telephone partner's bad English
- native English speakers using difficult language
- strong accent



- 2 Here is some useful language you can use on the phone. In pairs, write the words in the correct order.

1 Phrases for saying who you are



Person called

- a I help can you Bergerbild
Bergerbild - can I help you?
- b speaking Glenn Munsfield
Glenn
- c Bergerbild morning New York good
Bergerbild



Caller

- d is this Roland Schweitzer hello
Hello, this is Roland Schweitzer.
- e here Schweitzer Roland
Roland
- f Schweitzer Roland is my name
My
- g morning I'm good Roland Schweitzer
Good

2 Phrases for asking if someone is in, and for replying



Caller

- a please I can speak Mr Munsfield to
Can I speak to Mr Munsfield, please?
- b Glenn there is hello
Hello,
- c please through Mr Munsfield to you
could me put
Could
- d like I'd speak to the may I if
doctor to
I'd
- e please Munsfield Glenn
Glenn



Person called

- f minute hold on through put you I'll a
Hold on a minute, I'll put you through.
- g meeting gone just afraid I'm he's into a
I'm
- h he's another on line sorry I'm
I'm
- i afraid busy he's you call can I'm later
back
He's
- j speaking Munsfield Glenn
Glenn
- k company afraid I'm left he's the help
I can
I'm

3 Phrases to find out when someone will be there



Caller

- a I could reach time what her

What time could I reach her?

- b tomorrow the office in he will be

Will

- c contact him I can Kuching in

Can

- d phone I'll right week next again

*Right***Hot tip!**

Smile when talking on the phone. Your partner will 'hear' the smile and be more friendly!

4 Phrases to finish



Caller

- a goodbye a lot well thanks

Well, thanks a lot - goodbye

- b bye soon got you back to I'll

I'll

- c for your time anyway thanks

Thanks

- d again speak you to soon bye

Speak

Person called

- e at all not bye

Not at all, Bye!

- f forward looking it to great I'm bye

Great -

- g bye pleasure my

My

- h care take OK bye

OK

3

Work in pairs, A and B. A looks at the box on the right and B looks at the box on page 121. Take it in turns to 'telephone' each other and see if you can speak to the following people.

A

YOU WORK FOR KIWI ELECTRONIX

Stage 1

Answer the phone to B.

Your colleagues are:

Terry Schneider (ill)

Petra Smutt (business trip, back tomorrow)

Cassandra Wall (at lunch, back 20 minutes)

Stage 2

Phone Wet Copy Ltd and talk to B.

You want to speak to:

Sally Talent

Paul Terpis

Clayton Walker

4

In pairs, choose one of the situations below and write the short telephone conversation you imagine would take place. Use some of the phrases from activity 2. Then act out the conversation.

You phone:

- your teacher to explain why you are not coming to your next English lesson.
- a customer to ask him/her to pay an invoice earlier than agreed in the contract.
- your psychiatrist to say that you wish to be called Napoleon in future and you don't need any more appointments.

- 1** a Before you read the article, think about the washing machine you use at home. What does it look like? What about your mobile phone? If you were Chinese and living in Beijing, would your products be different? Now read the article and find out.

MULTI-CULTURAL MACHINES

Europeans and Asians are very different when it comes to what they want their mobile phones or washing machines to look like. Take for example something basic like the colours red and green. These colours on a mobile phone seem clear for everyone in Europe and North America. You push the button with the red receiver to end the call, and the one with the green receiver to make a connection. Red traffic lights and signals say 'Stop! Danger!' while green signifies 'Go!'

GOOD LUCK

This doesn't make much sense to the Chinese. For them, red is the colour of good luck, joy and celebration. Walk round any town in China and you'll see lots of red signs and lettering on the houses. Red isn't interpreted so narrowly as in Europe. Can you imagine, for example, a red washing machine selling well in Europe and the US? In China they can. There it's normal to give washing machines as wedding presents, and because white rather than black is associated with death, you want to make sure your wedding present is brightly

coloured if you don't want the bride to burst into tears when you give it to her!

That's why you're likely to see a washing machine sprayed pink and covered with little hearts rather than a boring old white one, and since the Chinese live very closely together it must be very quiet too. In Europe space isn't such a problem, and Europeans like to hear that their machines are working. So a noisy spin programme doesn't matter.

LOSING FACE

The emotional aspects of mobile phones play a much more important role for the Chinese than for Europeans. 'For Chinese women a mobile should be nice and cute,' explains Professor Terry Hunter. 'Chinese women want products for their handbags and briefcases. For German women on the other hand, it's important to have the same product as the men have.'

In China it's absolutely taboo to look in an instruction manual, because you lose face if you admit to others that you don't understand how to use a piece of equipment. That's why the Chinese prefer products with an understandable online help function. Then the user can check information without anyone realising what he or she is doing. ■

- b** Think back to your washing machine and mobile phone. Would the Chinese find them acceptable? Why? Why not?

- 2** In pairs, choose one of the case studies on the next page and work out what you should do. Then present your ideas to the class.

Case study 1

You work for a famous European company that wants to sell mobile phones in China. Market research tells you that the biggest market is 20/30-year-old Chinese businesswomen who have money to spend and who like electronic products such as mobile phones.

You set up agents in the main cities, run an expensive advertising campaign and wait for the sales figures to explode. But nothing happens.

After nine months, your marketing director is fired and you and your partner are told that you have to work out what has gone wrong. You do some more research and you find that the target customers say things like:

'I don't like reading user manuals, especially in front of my friends. It makes me feel stupid!'

'Why is it green to make a call and red to end it? It doesn't seem logical to me!'

'The whole style isn't very feminine!'

You realise that your company has to do something fast. But what? Think of as many ideas as possible for adapting your product to the local market. Draw a picture if you like.

**Case study 2**

You work for a company that wants to sell advanced refrigerators in China. These machines have a device for checking when an item is close to its 'use by' date and will tell you if you can still eat it or if you should throw it away. They can also be programmed to automatically print a shopping list – telling you what you need to buy. They can even order the products for you online if you want.

Your management wants to make sure they don't make any mistakes. Design the perfect machine for China. Draw a picture if you like.

**3**

What does your chosen case study show you about product design? Can you think of a product from your own country that it would be difficult to sell anywhere else? How could it be adapted to make it more international?

- 1** US telesales experts believe that you get the best results from important telephone calls when you follow a careful plan. Match the headings in the box to the correct points in the plan.

| | |
|------------------------------------|---------------------------|
| The attitude | The request |
| The attention statement | Dealing with difficulties |
| The identification statement | The reason for the call |

1 The attention statement Keep it simple. 'Hello, Ms Lee. I'd like to talk to you about ...' is enough.

2 Say who you are and where you're calling from: 'My name's Clayton Walker and I'm calling from Kiwi Electronix.'

3 Sound confident, pleased to speak to them, positive. So don't start with 'I'm sorry to disturb you but ...'

4 Don't waste their time by talking about the weather. Get to the point. Focus on the benefit of what you have to offer and why it should be so interesting to this

particular person. 'Our product will cut your telephone bill by 25 per cent per annum.'

5 Possible customers may say they have no time, money or interest in meeting you. Prepare one or two examples for each difficulty, showing how other customers once thought the same way but are now glad they changed their mind. 'I only need half an hour of your time now – that could save you a lot of time and money in the future!'

6 Ask them for an appointment. Suggest a time and date. Don't ask them to buy the product or service at this point. 'Would Tuesday afternoon be a good time for me to visit you?'

- 2** Would the points in activity 1 work in your country. Why? Why not?

- 3 a** While she was still in New York, Emily received a call from a headhunting organisation. (Headhunters help companies find people to fill senior positions.) Listen to their conversation and tick the points that the headhunter covers.



- b** Listen again and write down the language that the headhunter uses. Can you think of alternative language the headhunter could use?

| Step | ✓ | Language used | Alternative language |
|---------------------|---|----------------|-----------------------|
| Attention | ✓ | Hello, Ms Lee. | Good morning, Ms Lee. |
| Identification | | | |
| Reason for the call | | | |
| Request | | | |
| Objections | | | |

- c** Do you think that the attitude of the headhunter was too friendly, too negative or just about right?