



全国高等职业教育专业英语系列规划教材

商务英语听说

吕睿中 杨爱华 主编



 机械工业出版社
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赠电子课件

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商务英语听说

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本书将日常涉外商贸活动中可能涉及的英语听说知识整合为商务及外贸两大板块,共计10个单元,包括日常办公、出差、商务晚餐、谈判、订货、付款、运输、包装、投诉和保险等内容。每单元围绕一个项目选材,重点突出,层层深入,循序渐进,符合英语学习的认知规律和高职高专英语课程教学的基本要求。为方便教学,本书还配有听力练习录音光盘和教学参考答案。

本可作为高职高专商务英语及相关专业的听说教材,也可作为商务或外贸在职人员的培训教材。

为方便教学,本书配备电子课件等教学资源。凡选用本书作为教材的教师均可登录机械工业出版社教材服务网 www.cmpedu.com 免费下载。如有问题请致信 cmpgaozhi@sina.com,或致电 010-88379375 联系营销人员。

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前 言

自 21 世纪初中国加入世界贸易组织以来，我国的国际经济贸易地位不断提升，国际商务交往更加频繁。为了适应这一快速发展的形势需要，我国商务从业人员必须学习一定的商务专业英语知识，掌握实用的商务英语技能，才能更好地应对各种商务活动。

为了更好地贯彻高职高专“实用为主、够用为度、以应用为目的”的教学基本指导原则，本书在编写过程中遵循语言学习的自然规律，以学生为本位，充分发挥教师和学生的双主体作用，在互动中学习英语，在学习中强调技能，体现即学即用、快乐学习的教学理念。

本书将日常涉外商贸活动中可能涉及的英语听说知识整合为商务及外贸两大板块，共计 10 个单元，包括日常办公、出差、商务晚餐、谈判、订货、付款、运输、包装、投诉和保险等内容。每单元围绕一个项目选材，重点突出，层层深入，循序渐进，符合英语学习的认知规律，以基本适应高职学生的就业需求为宗旨。同时，考虑到高职学生的英语基础较为薄弱，为了增强教材的实用性，本书在结构上从词句入手，先通过一些简单的商务英语实例，使学生掌握相关话题的语言知识，再逐渐过渡到相关岗位群的专业知识。全书以“交际法”为教学理念编写主题对话，并配有大量的辅助教学材料，便于学生课后演练消化。全书内容简明丰富，密切联系商务及外贸实践，实用性和可操作性较强，有助于学生了解和掌握商务英语会话的基本知识和技巧，提高其实际应用能力。

本书由广东中山职业技术学院和浙江工贸职业技术学院具有丰富教学经验的一线教师负责编写。吕睿中和杨爱华任主编，负责全书的组稿、统稿及修正工作。陶琼、郑梅花、文保雅任副主编，参加编写的教师还有叶攀、陈荣芳、詹丽萍、陈晓燕、高田歌和商芳。在本书的编写过程中，得到了相关兄弟院校和专家的鼎力相助和指导，在此谨致谢忱。

由于编写时间仓促，书中难免有疏漏之处，敬请广大读者批评指正。

编 者

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Unit 1 Working Place

Learning Objectives

After learning this unit, you should be able

- * To get acquainted with the words and expressions of stationery used in the office,
- * To be familiar with the words and expressions of the company's departments,
- * To know how to make and answer telephone calls, and
- * To know how to write a memorandum.

Warming Up

Task 1 It is no doubt that people cannot deal with their daily job in the office without the following stationery. Please find out the name of each picture from the words or expressions given below.

sharpener

notepad

pencil

ink

stapler

cutter/knife

whiteboard

glue

duplicator

laptop

telephone

seal

inkpad

push pin

paper clip

printer

notebook

fax machine

adhesive tape

pen

desktop

pigeonhole

stationery folder

book stand

binder clip

calculator



1. ()



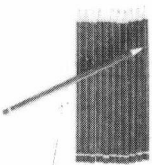
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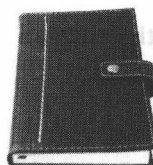
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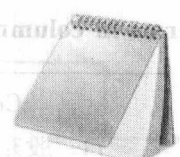
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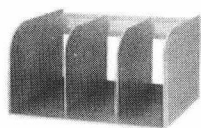
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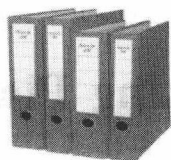
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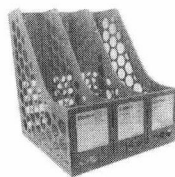
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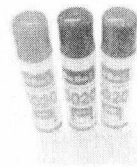
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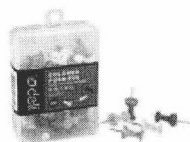
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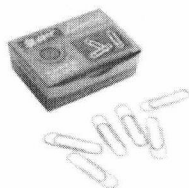
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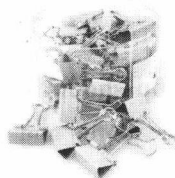
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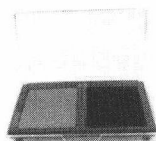
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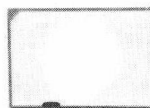
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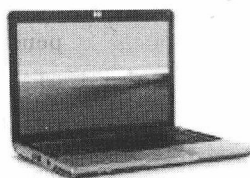
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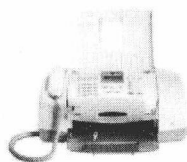
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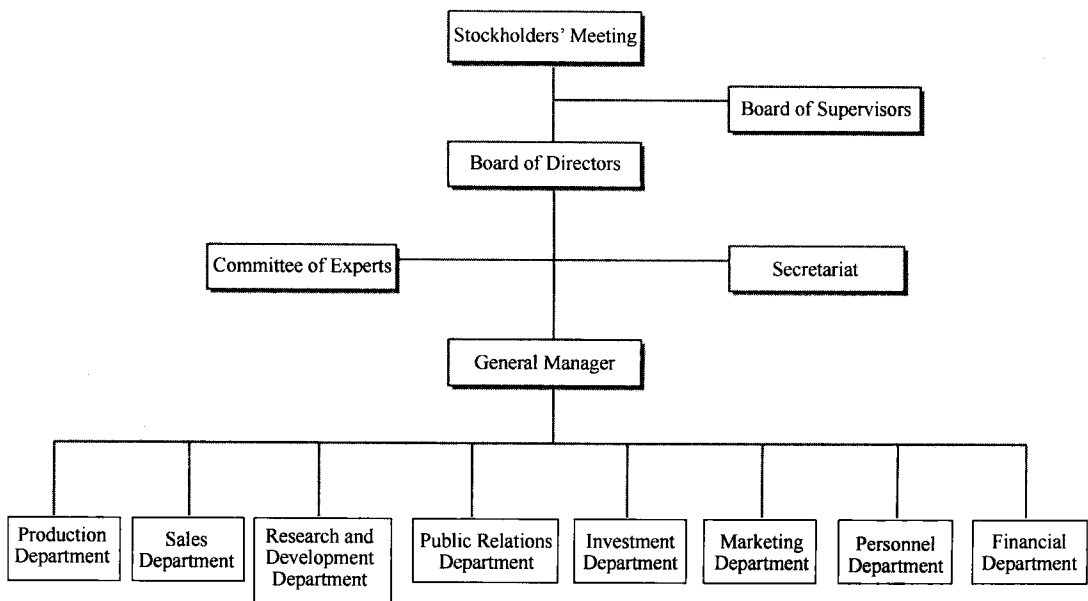
Task 2 There are many different departments in a company. Please match the Chinese terms in column A with the relevant English ones in column B.

Column A	Column B
() 1. 股东大会	A. Human Resources Department
() 2. 董事会	B. Subsidiary

()3. 监事会	C. Public Relations Department
()4. 专家委员会	D. Stockholders' Meeting
()5. 总部/分部	E. Affiliated Company
()6. 秘书处	F. Research and Development Department
()7. 子公司	G. Personnel Department
()8. 附属/联营公司	H. Technology Department
()9. 人力资源部	I. Headquarters / Branch Office
()10. 人事部	J. Board of Supervisors
()11. 工程部	K. Marketing Department
()12. 财务部	L. Production Department
()13. 生产部	M. Sales Department
()14. 销售部	N. Purchasing Department
()15. 采购部	O. Investment Department
()16. 公关部	P. Board of Directors
()17. 市场部	Q. Secretariat
()18. 技术部	R. Engineering Department
()19. 研发部	S. Committee of Experts
()20. 投资部	T. Financial Department

Task 3 Pair work.

The departments in a company sometimes have special relations. Talk about the people who take charge of them and the special relationship between Stockholders' Meeting, Board of Directors and Board of Supervisors.



New Words and Phrases

affiliated [ə'filiieitɪd]	<i>a.</i> 附属的, 相关的	director [di'rektə, dai'rektə]	<i>n.</i> 主任
的		general manager	<i>n.</i> 总经理
subsidiary [səb'sidiəri]	<i>a.</i> 辅助的; 隶属的 <i>n.</i> 附属	assistant [ə'sistənt]	<i>n.</i> 助理
president ['prezidənt]	<i>n.</i> 总裁	secretary ['sekɹətri]	<i>n.</i> 秘书
chairman ['tʃeəmən]	<i>n.</i> 董事长	staff [stɑ:f]	<i>n.</i> 员工
CEO (Chief Executive Officer)	执行总裁	take charge of...	负责
		be responsible to...	对……负责

Listening Activities

1. Listen to the dialogue and fill in the blanks.

(Mr. Peter Woods, one of the clients of ABC Company, is just arriving in Hong Kong. He is now trying to contact Mr. Lee, the director of Public Relations Department in the company. O = Operator P = Mr. Peter Woods L = Mr. Lee)

O: Good morning, this is ABC company. (1) ?

P: Can I speak to Mr. Lee?

O: Hold on, please. (2) . . . He is in and I'll put you through right now.

L: Hello, (3) . Who is that?

P: This is Peter, Peter Woods from USA.

L: Oh, Mr. Woods, have you arrived in Hong Kong?

P: Yes, I am now staying in Hilton Hotel.

L: (4) ?

P: Not bad.

L: (5) ?

P: But I am a little tired now. (6) ?

L: OK. (7) ?

P: (8) ?

L: OK, that's fine. See you tomorrow morning.

P: See you then.

2. Listen to the short passage and decide whether the statements are true or false.

- () (1) Last year, the annual growth of Gold-star Company has averaged 24% .
- () (2) Gold-star never does business in the field of construction, finance and trade.
- () (3) It also operates Korea's largest private research institutes, investing 14.5% of sales into research and development each year.
- () (4) Gold-star Company has overseas subsidiaries.
- () (5) Greater worker satisfaction and better quality of the production line results from man-

agement systems.

Sentence Practicing

Topic 1 Meeting Clients

1. Excuse me, but aren't you Mr. Smith from America?

对不起, 您是美国来的史密斯先生吗?

2. Here's my card / name card / business card.

这是我的名片。

3. We've been looking forward to meeting you.

我们一直在期待见到您。

4. Delighted to meet you at last.

很高兴终于见到您了。

5. How nice to meet you again!

又见到您真是太高兴了

6. Is this your first time to China?

您是第一次来中国吗?

7. You can call me at my office during the day or at my home after six p. m.

白天可以打我办公室电话, 下午 6 点以后可以打我家里电话。

8. Direct contact will be good to both sides.

会晤对双方都有好处。

9. Are there any sights you'd like to see while you are in Beijing?

在北京期间, 您想去哪里观光一番?

10. Is there any place you'd like to visit in particular?

您有没有什么地方想要参观的?

11. I could do some arrangement for you.

我可以为您安排。

12. I'll accompany you to the hotel.

我将陪您去旅馆。

13. You like an informal dinner with us tonight?

今晚我们吃顿便饭怎么样?

14. Sorry to have kept you waiting.

对不起, 让您久等了。

Topic 2 Receiving Clients

1. Good morning, can I help you?

早上好, 有什么需要帮忙吗?

2. Do you have an appointment?

您有预约吗?

3. I wasn't aware I need to make an appointment in advance.

我不知道需要提前预约。

4. Our meeting is set for 10 o'clock.

我们约在10点见面。

5. Will you please take a seat?

您请坐，好吗？

6. She is just having a meeting now.

她现在正在开会。

7. She should be with you shortly.

她马上就过来见您。

8. Can you please just wait a moment?

请您稍等一会儿，好吗？

Topic 3 Answering Telephone Calls

1. Hello, thank you for calling Happiness Hotel.

您好，欢迎您致电幸福酒店。

2. This is Mary speaking, what can I do for you?

我是玛莉，我能为您做什么？

3. May I know your name?

能告诉我您的姓名吗？

4. Could you please hold on for a moment?

请您先等一会儿好吗？

5. I will put you through right now.

我这就为您接通电话。

6. Just a moment, I'll check if she is available.

请稍等，我去看看她在不在。

7. Sorry, I am afraid he is not in at the moment.

对不起，恐怕他现在不在。

8. Can I take a message?

我能帮您带个口信吗？

9. Would you like to leave a message for her?

您愿意给她留个口信吗？

10. I take your name and number and have him get back to you?

您能把名字和电话留下吗？我让他给您回电话。

Topic 4 Making Telephone Appointments

1. Hello, this is Jenny from Happiness Hotel returning your call.

您好，我是幸福酒店的詹妮，您给我打过电话。

2. I'm glad to finally get a hold of you.

很高兴,我终于联系到您了。

3. My secretary said you called to concern our meeting next Tuesday.

我的秘书说您打电话问我们下周二会面的事,是吗?

4. I want to let you know I will not be able to make our appointment next Tuesday.

我想告诉您下周二我不能赴约。

5. I'm sorry, I'm afraid I'm completely occupied on that day.

对不起,恐怕我那天的日程已经排满了。

6. Actually, I do need to change the time of the appointment.

事实上,我确实需要改一下会面时间。

7. Is there any possibility we can move the meeting to next Monday?

我们有没有可能把见面时间改到下周一?

8. Would it be possible to postpone until you return?

能否等您回来再说?

9. Shall we say about 2 o'clock?

我们定在2点好吗?

10. I am looking forward to seeing you at 2 o'clock next Monday afternoon.

我期待着下周一下午2点与您见面。

11. I'm calling to confirm your appointment for tomorrow morning at 9 a.m. with Mr. Li.

我打电话来是想确认一下您明早9点与李先生的预约有没有问题。

Follow-up Practice I

Task 1 Complete and practice the following mini-dialogues orally with your partner.

1. A: Hello, I'd like to speak to your director of HR Department, Mr. Green.

B: _____ (请稍等,我去看看他在不在。)

2. A: I am calling to tell you that I cannot make it at 3p.m. tomorrow.

B: _____ (很遗憾。那我们是否可以把见面时间改到后天?)

3. A: _____ (早上好,我想见约翰逊先生。)

B: Do you have an appointment?

4. A: I am afraid Mr. Zhang has left the office this morning, and is not expected back until after 4p.m.

B: _____ (可以帮我给他留个口信吗?)

5. A: Your secretary said that you need to change the time of our appointment. _____ (我们把会面时间定在下周一上午10点好吗?)

B: OK, I am looking forward to seeing you at 10 o'clock next Monday morning.

Task 2 Fill in the blanks with the phrases given below.

call /ring back	cut off	get through	give up	put through
hang up	hold on	pick up	off the hook	look up

1. The phone is ringing. Why don't you _____ the receiver?
2. Mrs. Scott isn't available at the moment. Can you _____ later?
3. Can you _____ Ms. Dumas's number in the directory please?
4. I'm afraid she's with a client, shall I _____ you _____ to her secretary?
5. I'm sorry about that. I'm glad you're still there. We must have been _____ for a moment.
6. Could you _____ for a moment, I'll just find out for you.
7. Is Sam there? If so, could you _____ him _____ please?
8. If the telephonist says "Thank you so much for calling" and plays me that awful electronic music again, I'll _____.
9. You'll never get New York at this time of day. If I were you, I'd _____.
10. Mr. Pit, I am sorry, the line is busy. You can't speak to Mr. Bully, maybe the receiver of his telephone is _____.

Situational Conversations

Conversation 1

Fax

(A = Manager B = Secretary)

- A: Did you put this morning's faxes on my desk? I'm waiting for some urgent faxes from headquarters, I'm quite sure they came in last night.
- B: Everything that came in through the fax machine last night is all on your desk. But I noticed that some of the copies are very blurred. Maybe you can take a look at them. If the copy is unreadable, I'll call them and ask them to refax.
- A: Yeah, I think it's better to make them refaxed. These copies are so dark, I can't make out any of the words.
- B: What about that one?
- A: This one? No better. It's too light to read clearly. How can that be?
- B: Perhaps the fax machine is out of toner, I can change the toner cartridge. That should solve the problem.
- A: Oh, look, there are about three pages missing! It looks like the fax machine ate almost half of my important copies.

B: I guess there is something wrong with the fax machine. Don't worry, I'll have it repaired this afternoon, and in the meantime, I'll have your documents refaxed to our other fax machine soon.

Conversation 2

Telephone Call

(A = Susan B = Mr. Bill Thomas)

A: Hello, thank you for calling Bradford Company. This is Susan speaking, how may I help you?

B: Hello, I would like to speak to your director of Human Resources Department, Mrs. Jenkins, please.

A: Just a moment, I'll check if she is at her desk. May I tell her who is calling?

B: This is Bill Thomas from Milford Insurance. I'm calling in regards to our meeting next Thursday.

A: Thank you, Mr. Thomas. Please hold on.

B: OK, thanks.

A: I am sorry, Mrs. Jenkins is away from the office. She has already left for lunch. Would you like to leave a message for her?

B: Yes, please have her call me back after she returns to the office. It's best if she can get in touch with me before 3p. m. today; she can reach me at my office number, 553-8996.

A: Sorry, I didn't quite catch that, could you please repeat the number?

B: No problem. My office numbers is 553-8996, and tell her to ask the operator to put though extension 3.

A: OK. And Mr. Thomas, just to confirm, your name is spelled as T-H-O-M-A-S, is that correct?

B: Yes, that's right.

A: I will make sure Mrs. Jenkins receives your message and returns your call before 3p. m. this afternoon.

B: Thank you very much.

Conversation 3

Appointment

(A = Bill Thomas B = Jenny Jenkins)

A: Hello, Bill Thomas speaking. What can I do for you?

B: Hello, Mr. Thomas. This is Jenny Jenkins from Bradford Company returning your call. I'm sorry you missed me when you called my office this morning. My secretary said that you called to concern our appointment.

A: Yes, Ms. Jenkins, thank you for answering my call. I'm glad to finally get a hold of you. I called to tell you that I'll not be able to make our meeting next Thursday. I am going to Hong Kong on business that day. Is there any possibility that we can change it to Wednesday?

B: I'm sorry, I'm afraid I'm completely occupied on Wednesday. Would it be possible to postpone until you return?

- A: OK, let's rearrange it. I will be back Friday morning. What about Friday afternoon. Would it be good to you?
- B: That is fine. Shall we say about 2 o'clock?
- A: Perfect. I am looking forward to seeing you at 2 o'clock next Friday afternoon. If you need to change the time again, please feel free to call me on my cell phone.
- B: Thanks, Mr. Thomas. See you next Friday.
- A: See you then.

New Words and Phrases

urgent ['ə:dʒənt]	<i>a.</i> 紧急的, 加急的, 急迫的	in regards to...	关于, 有关
blurred [blɜ:d]	<i>a.</i> 模糊的	get in touch with...	和……取得联系
unreadable [ʌn'ri:dəbl]	<i>a.</i> 不可阅读的; 难以辨认的	reach sb.	找到某人
dark / light	<i>a.</i> (颜色) 深的 / 浅的	extension [iks'tenʃən]	<i>n.</i> 分机
make out	辨认出; 理解	confirm [kən'fə:m]	<i>v.</i> 确认, 证实
toner ['təunə]	<i>n.</i> 调色剂	concern [kən'sə:n]	<i>n. & v.</i> 关心, 关注
toner cartridge	调色块, 墨盒	get a hold of...	联系上……
in the meantime	同时	postpone [pəust'pəun]	<i>v.</i> 推迟, 使延期
		rearrange ['ri:ə'reindʒ]	<i>v.</i> 重新安排

Follow-up Practice II

Task 1 Complete the following dialogue.

- A: Good morning, thank you for calling Golden Company. Can I help you?
- B: _____ (我找市场部经理史密斯先生。)
- A: _____ (请稍等, 我这就为您接通电话。)
- B: Thank you.
- C: Hello, Jim Smith speaking. Who is calling?
- B: _____ (我是汤姆逊公司的比尔, 我打电话来是想和您预约。您明天上午有空吗?)
- C: Sorry, I'm occupied tomorrow. But I will be available on Thursday.
- B: _____ (那我们约定在周四会面。上午10点怎么样?)
- C: _____ (我们约在9:30吧。到时我们讨论一下市场拓展问题。)
- B: OK, then we make it at 9:30 on Thursday morning.
- C: _____ (期待与您的会面。如果您要更改时间,

请随时与我联系。)

B: Thank you. See you then.

C: See you.

Task 2 Translate the following dialogue into English.

A: 您好! 我是简, 请问有什么能为您效劳?

B: 我找贵公司总经理约翰·格林先生。

A: 很抱歉, 他现在不在。请问您是哪位?

A: 我是金牌广告公司的总裁汤姆·布鲁斯。

B: 约翰·格林先生现在不在, 要下午3点以后才回来。我能帮您带个口信吗?

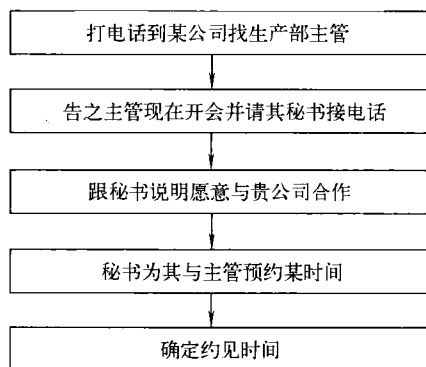
A: 是的, 请你转告他我打过电话找他, 并请他在下午4点以后给我回电话。

B: 好的, 我一定转告他, 保证下午4点以后给您回电话。

A: 谢谢!

Task 3 Role play.

Work with your partner, role-playing the following procedure taken by two parties.



Supplementary Material

Memorandum Writing

Sample:

MEMORANDUM

Date: June 5, 2008

To: Director/ Manager of concerning departments

From: John Green, Sales Manager

Subject: Discuss the sales plan for the 3rd quarter of 2008.

Our department has made the sales plan for the 3rd quarter of 2008. We are going to hold a meeting to discuss it in the meeting room of the company at 1:00p. m. on June 19th. We hope the director or manager of concerning departments will attend. If you can not be present/ attend the meeting, please notify my secretary in advance. Thanks.

This memo outlines how to write an effective memo. A memo always begins with a statement of its purpose to help busy readers sort, prioritize, and file their correspondence.

Memos vs. Letters

Use memos rather than letters to communicate within your organization, including members of your department, upper management, employees at another branch of your company, etc.

Use a letter if you are preparing a document for someone several levels above you or in a formal situation. For example, an application for a leave of absence should be in letter form.

Heading Information

Always include the date, the names of the writer and the receiver, and the subject of the memo in the heading, formatted however company standards dictate. The heading information ensures the memo is routed and filed correctly.

- * Use a courtesy title (Mr., Mrs., Ms., Dr.) before the recipient's name and a job title after it, unless the memo is very informal.

- * Use a job title after your name and hand-write your initials by it. This confirms that you take responsibility for the memo's content.

- * Make the subject heading as specific as possible. Include project names and numbers.

Formatting, Paragraphing and Style

- * Use headings to help readers skim sections of the document.

- * Numbered and bulleted lists make information easily accessible.

- * Typographical formatting such as underlining, boldface, and italics makes headings and important information stand out.

- * Keep paragraphs short and concise.

- * Use strong, active verbs, personal pronouns, and appropriate vocabulary.

Concluding a Memo

In the past, memos required no signature or conclusion other than "Please contact me if you have questions." Today, it is common for memos to close like letters, with a "Sincerely," and a typed name under a hand-written signature. If in doubt about how to close a memo, ask for a template that indicates your organization's standard practice.

Supplementary Vocabulary

职务中“总”字的几种翻译

1. 用 chief 或 in-chief 表示

Chief Accountant 总会计师

Chief Architect 总建筑师

Chief Editor / Editor-in-Chief 总编辑

Chief Designer 总设计师

Chief of the General Staff 总参谋长

Commander-in-Chief 总司令

Chief Engineer / Engineer-in-Chief 总工程师

Chief of General Affairs 总务主任

2. 用 general 或 general 表示

General Accountant 总会计师

General Agent 总代理商