

现代商务英语

Contemporary
Business
English: Reading
Workshop

英语

①

阅读教程

主 编◎李永宁 李全福
主 审◎Hakan John Yasav (美)



现代商务英语

Contemporary
Business
English: Reading
Workshop

英语

1

阅读教程

主 编◎李永宁 李全福

主 审◎Hakan John Yasav (美)



内 容 提 要

《现代商务英语阅读教程》以《高职高专教育英语课程教学基本要求》、《全国国际商务英语考试大纲》等为依据编写,坚持“应用为主,够用为度”的编写原则,突出体现系统性、针对性和实用性。本套教材由上、下两册组成,本册为上册,以外贸操作流程的商务理论与实践为主,由12个单元组成,内容涵盖商务礼仪、商务会议、业务关系、询盘与报盘、订单与确认、支付方式、保险、包装、装运、商务合同、信用证、索赔与仲裁。主要针对高等职业教育商务英语专业学生毕业后所从事的实际商务外贸工作需要而编写。本书适用于高等职业教育以及成人高等教育的商务英语专业和国际商务专业学生使用,也可作为其他专业英语爱好者的自学参考资料。

图书在版编目(CIP)数据

现代商务英语阅读教程. 上/李永宁,李全福主编. 一天
津:天津大学出版社,2011.7
新曙光现代商务英语系列教材
ISBN 978-7-5618-3955-3

I. ①现… II. ①李…②李… III. ①商务-英语-阅
读教学-教材 IV. ①H319.4

中国版本图书馆 CIP 数据核字(2011)第 099354 号

出版发行 天津大学出版社
出 版 人 杨欢
地 址 天津市卫津路 92 号天津大学内(邮编:300072)
电 话 发行部:022-27403647 邮购部:022-27402742
网 址 www.tjup.com
印 刷 河间市新诚印刷有限公司
经 销 全国各地新华书店
开 本 185mm×260mm
印 张 12.75
字 数 414 千
版 次 2011 年 7 月第 1 版
印 次 2011 年 7 月第 1 次
印 数 1-3 000
定 价 28.00 元

凡购本书,如有缺页、倒页、脱页等质量问题,烦请向我社发行部门联系调换

版权所有 侵权必究

新曙光现代商务英语系列教材 编委会

主任：沈银珍 浙江经贸职业技术学院 教授/国际贸易系主任
浙江省大学外语教学研究会高职高专分会会长
李全福 浙江机电职业技术学院 副教授

副主任：房玉靖 天津商务职业学院 副教授/经贸外语系主任
郭瑞卿 天津职业大学 教授
李荣庆 台州学院外国语学院
方国爱 浙江机电职业技术学院 副教授/人文社科学院副院长
孟建国 嘉兴职业技术学院 副教授

委员：李永宁 温州职业技术学院
王铁铭 浙江机电职业技术学院 副教授
陈慧丽 浙江海洋大学萧山科技学院
姚红 三门峡职业技术学院
雷淑雅 西安理工大学高等技术学院 副教授
马建 浙江机电职业技术学院
武德力 浙江东方职业技术学院 商务英语教研室主任
甘术恩 温州职业技术学院
刘向前 上海电机学院外国语学院
刘建长 浙江纺织服装职业技术学院 副教授/商学院副院长
苏鸯 温州职业技术学院

前 言

《现代商务英语阅读教程》是由多年从事高等职业教育商务英语教学的一线骨干教师编写的商务英语阅读教材。它以《高职高专教育英语课程教学基本要求》、《全国国际商务英语考试大纲》等为依据编写,坚持“应用为主,够用为度”,突出体现教材的针对性和实用性,可满足当前高等职业教育商务英语阅读教学的实际需要。本套教材突出体现了以下特点。

涵盖内容全面

本套教材涵盖了语言技能与商务知识两方面的内容。语言技能注重学生在商务背景下阅读和翻译等能力的培养;商务知识涉及国际商务中的主要业务,突出了国际贸易与管理知识的学习。

体例设计人性化

学习每单元前,通过相关问题或选择题等作为导入,以引起学生的学习兴趣;每篇文章后有注释,包括重要的难句、长句分析与译文、商务专业名词、术语、短语等;练习的形式主要有选择题、判断正误、简答题、商务短语搭配、商务句子英汉互译等,力求题型的多样性、新颖性,激发学生的阅读积极性。

体系完整、实用,可读性强

本套教材分上、下两册,每册由12个单元组成。上册以外贸操作流程的商务理论与实践为主,主要针对高等职业教育商务英语专业学生毕业后所从事的实际商务外贸工作需要而编写;下册主要针对学生在熟练掌握实际业务之后,会成为公司业务骨干或部门管理者,需要了解国际商务和管理知识与技能而编写,以商务管理知识和综合应用为主。

每一单元由三部分组成。第一部分是理论篇:由两篇阅读文章组成,第一篇文章为商务理论,主要是关于商务主题理论方面的内容,学生通过阅读,学习商务理论基础知识;第二篇为商务案例或商务主题的某一方面,通过阅读实践,进一步加深学生对商务知识的理解。第二部分是实践篇,主要涉及商务知识的具体运用。根据《全国国际商务英语考试(一、二级)大纲》要求,以全国国际商务英语考试的阅读题型为主,如完形填空、判断正误、句子回填、图表信息阅读以及商务阅读理解等,旨在提高学生商务知识综合运用能力。第三部分是拓展篇,内容是与本单元主题相关的一篇阅读文章,以拓展学生的商务知识,增加商务阅读信息量,提高阅读兴趣。

《现代商务英语阅读教程》(上、下)由浙江机电职业技术学院李全福副教授负责统稿,并担任主编。

《现代商务英语阅读教程》(上)由温州职业技术学院李永宁讲师、浙江机电职业技术学院李全福副教授任主编。温州职业技术学院甘术恩、浙江机电职业技术学院徐芳、上海电机学院刘向前任副主编。温州职业技术学院苏鸯、浙江纺织服装职业技术学院李昀昀和刘建长、浙江东方职业技术学院武德力、广东技术师范学院林欣等参与了编写工作。具体编写分工如下:苏鸯(Unit One),李永宁(Unit Two, Unit Twelve),李昀昀、刘建长(Unit Three),刘向前、刘建长(Unit Four, Unit Five),武德力(Unit Six),李全福(Unit Seven, Unit Eight),徐芳(Unit Nine),

林欣(Unit Ten),甘术恩(Unit Eleven)。

本教材在编写过程中参考了许多国内外有关资料,也得到了温州职业技术学院等有关院校领导、同行以及外籍教师的热心帮助和指导。尤其得到浙江纺织服装职业技术学院商学院副院长刘建长副教授的大力支持,此外,美籍专家 Hakan John Yasav 审读了全部书稿,在此一并致谢。

由于时间仓促,编者水平有限,在编写中难免存在疏漏和错误,恳请相关高职院校在使用中予以关注,并及时提出修改反馈意见,以便下次修订和完善。

编者

2011 年 4 月

Contents

Unit One Business Etiquette	(1)
Part One Theory	(2)
Text A Public Relations — Business Etiquette	(2)
Text B Corporate Gift Giving	(6)
Part Two Practice	(9)
Part Three Supplement	(13)
Etiquette in Different Countries	(13)
Unit Two Business Meetings	(17)
Part One Theory	(17)
Text A Business Meetings That Matter — It's Possible!	(17)
Text B A Typical Business Meeting	(22)
Part Two Practice	(27)
Part Three Supplement	(32)
Ice Breakers	(32)
Unit Three Business Relationships	(35)
Part One Theory	(35)
Text A How to Establish Business Relationships Online	(35)
Text B Building a Successful Business Relationship in Japan	(39)
Part Two Practice	(43)
Part Three Supplement	(47)
How to Build Relationships for Business Success	(47)
Unit Four Enquiries and Quotations	(50)
Part One Theory	(50)
Text A Theories on Enquiries and Quotations	(50)
Text B Case Study: Enquiry	(55)
Part Two Practice	(59)
Part Three Supplement	(60)
Group Quality Manager Cambridge Base	(60)
Unit Five Purchase Order and Confirmation	(62)
Part One Theory	(62)
Text A Purchase Order	(62)
Text B Case Study: Covering Business Letter Regarding Purchase Order	(66)
Part Two Practice	(71)

Part Three Supplement	(74)
Marketing Plan	(74)
Unit Six Terms of Payment	(77)
Part One Theory	(77)
Text A Terms of Payment	(77)
Text B Introduction to Letter of Credit	(82)
Part Two Practice	(86)
Part Three Supplement	(91)
THE ROYAL BANK OF CANADA	(91)
Unit Seven Insurance	(94)
Part One Theory	(94)
Text A Standard Cargo Insurance — Three Basic Policies	(94)
Text B Marine Cargo Insurance for Commercial Exports	(99)
Part Two Practice	(103)
Part Three Supplement	(110)
Why Do Traders Need Cargo Insurance?	(110)
Unit Eight Packaging	(112)
Part One Theory	(112)
Text A Packaging and Labeling	(112)
Text B Export Packaging and the Environment	(117)
Part Two Practice	(121)
Part Three Supplement	(126)
Australia Proposes Tough Cigarette Packaging Rules	(126)
Unit Nine Shipment	(129)
Part One Theory	(129)
Text A Importing Goods — Understanding Shipping Terminology	(129)
Text B Sugar Shipping Documentation	(134)
Part Two Practice	(138)
Part Three Supplement	(143)
Cargo Transportation	(143)
Unit Ten Business Contracts	(146)
Part One Theory	(146)
Text A Trade Contracts	(146)
Text B Eight Sources of Power in a Sales Negotiation	(151)
Part Two Practice	(154)
Part Three Supplement	(159)
Sales Contracts	(159)

Unit Eleven Letter of Credit	(162)
Part One Theory	(162)
Text A L/C Introduction	(162)
Text B Letter of Credit Discrepancies	(167)
Part Two Practice	(171)
Part Three Supplement	(176)
Payment Methods Other Than Letter of Credit	(176)
Unit Twelve Claims and Arbitration	(179)
Part One Theory	(179)
Text A Claims in International Trade	(179)
Text B Tribunal Hands Danone Partial Victory as It Settles with Wahaha	(183)
Part Two Practice	(187)
Part Three Supplement	(191)
General Introduction to Claims	(191)

Unit One Business Etiquette

Before reading the text, think about the following questions and try to guess the correct answers.

1. In the business arena, it is necessary for a man _____.
 - A. only men should stand for handshaking and all introductions
 - B. only women should stand for handshaking and all introductions
 - C. it is not necessary for men or women to stand for handshaking or all introductions
 - D. both men and women should stand for handshaking and all introductions
2. The best way to meet people at a business or social function is to _____.
 - A. introduce yourself to a person standing alone or to large groups
 - B. introduce yourself to two people who are standing close and talking softly
 - C. look confident, stand in the center of the room, and wait for someone interesting to approach you
 - D. head for the bar or the buffet immediately upon arrival
3. If you receive an e-mail from an unknown source and realize it should be handled by someone else, you _____.
 - A. forward it immediately
 - B. forward it with a note explaining why you are sending it
 - C. consider it spam, delete it, and forget about it
 - D. print it out and leave it sitting on the copy machine in the hope that someone else will take care of it
4. If an angry customer calls to complain, you should _____.
 - A. put the person on hold as quickly as possible and blow off some steam in the restroom
 - B. tell the caller that he has the wrong number and hang up in self-defense
 - C. stay calm, listen to the caller's complaint, and quickly attempt to help or get help for him
 - D. quickly put the caller in his place by yelling back. After all, no one has the right to talk to you that way
5. When dining with someone important and your cell phone rings, you _____.
 - A. answer it within two rings and keep the call brief
 - B. ignore it and pretend someone else's phone is ringing
 - C. apologize and turn the phone on silent mode. The person you're with takes priority
 - D. apologize, step away from the table, and take the call in the restroom

Part One Theory

Text A

Suggested Reading Time: 10 min

Public Relations — Business Etiquette

Public Relations is a management function that involves monitoring and evaluating public attitudes and maintaining mutual relations and understanding between an organization and its public. Public may include: shareholders, governmental employees, consumers, employees and the media. Public relations is the act of getting along with people we constantly come in touch with.

A good secretary working in foreign affairs must be equipped with such knowledge, he should also have excellent communication skills, both spoken and written, be able to express thoughts clearly and simply. It is necessary for him to have an effective personality and the ability to get along well with a wide range of people, both inside and outside an organization. He must be always polite as he has to work under pressure or provocation. He should have the ability to organize, as he may have to organize press conferences, lectures, exhibitions and events. He must have self-confidence and far-sightedness. He must be able to understand business etiquette as well as apply them properly. The following are guidelines and tips that we've found helpful.

About People

Make it a point to arrive ten or fifteen minutes early and visit with people that work near you. When you're visiting another site, linger over a cup of coffee and introduce yourself to people nearby. If you arrive early for a meeting, introduce yourself to the other participants. At social occasions, use the circumstances of the event itself as an icebreaker. After introducing yourself, ask how they know the host or how they like the dishes. Talk a little about yourself — your hobbies, kids, or pets, just enough to get people to open up about theirs and get to know you as a person.

Keep notes on people. There are several "contact management" software applications that are designed for salespeople, but in business, nearly everyone is a salesperson in some capacity or another. The software helps you create a "people database" with names, addresses, phone numbers, birthdays, spouse and children's names; whatever depth of information is appropriate for your situation.

It's a good idea to remember what you can do about people; and to be thoughtful. Send cards or letters for birthdays or congratulations of promotion or other similar events. Send flowers for engagements, weddings or in condolence for the death of a loved one or family member. People will remember your kindness and hospitality, probably much longer than you will.

E-mail

E-mail has become an important part of our communication and should be used in a professional

manner. It can be a quick and effective means of communication. Always put identifying information in the subject line to help the individual receiving the message know what it is in reference to. The text box of the e-mail message should begin with a salutation such as: Dear Ms. Smith or Hello John depending on the relationship. After the salutation, drop down to the next line to begin the message. Use complete sentences, appropriate capitalization and punctuation as you would use in a business letter. If needed, you may have multiple paragraphs. The casual e-mail correspondence you have with your friends is not appropriate for business. Do not use all caps in the message, nor the symbols for happy faces. Even if you have automatic signature in your e-mail, you should still close the message (Ex. Thank you, Ann). Remember to read your message through after you have written it and to run spell check before you click on the send button.

Dress/ Appearance

It can be insulting to your coworkers or clients to show a lack of concern about your appearance.

Being wrinkled, unshaven, smelly or unkempt communicates (intentionally or not) that you don't care enough about the situation, the people or the company to present yourself respectably.

If in doubt, always err on the side of being conservative. If you think wearing jeans may be OK for a social event but aren't sure, show up in ironed khakis and a nice golf shirt. If you think an occasion may call for dress slacks, wear a dress shirt and tie. If you have any inkling that a suit may be called for, dress to the nines.

Women's clothing is a bit more complicated, but again, err on the side of being conservative and dressy.

Always practice impeccable grooming (even in a "jeans" environment).

Social skills can help us build more productive relationships. In these changing times, one needs to prepare for a variety of encounters in both the business and social environments. (746 words)

(选材自《文秘英语实用教程》，南开大学出版社，2008)



Words and Expressions

etiquette

n. 礼节, 礼仪

involve

v. 卷入; 牵涉; 涉及

evaluate

v. 评估, 评价

shareholder

n. 股东

provocation

n. 刺激, 挑衅, 激怒

far-sightedness

n. 远见

database

n. 资料库, 数据库

condolence

n. 吊唁; 哀悼

hospitality

n. 热情好客, 殷勤, 款待

identify

v. 确认, 确定; 识别

salutation	n. 招呼, 致意, 信函中的称呼语
multiple	adj. 多重的, 多样的, 多层次的
insult	v. / n. 冒犯, 侮辱
coworker	n. 合作者, 共事者, 同事
wrinkled	adj. 皱巴巴的
unshaven	adj. 不刮脸的
unkempt	adj. 蓬乱的, 不整洁的
intentionally	adv. 有意地, 故意地
slack	adj. 松弛的, 萧条的, 马虎的, 懈怠的
	n. 休闲服
conservative	adj. 传统的, 保守的
impeccable	adj. 没有缺点的, 不做坏事的
groom	v. 修饰
	n. 新郎
encounter	n. / v. 偶然遇见, 邂逅
press conference	记者招待会, 新闻发布会



1. Public Relations

译文: 公共关系

简称“PR”, 是 20 世纪初在美国首先出现的, 当时最早使用这个概念的是美国的新闻记者艾维·李。1904 年, 艾维·李使用“public relations”来描述公共关系的概念, 后来人们把它简称为“PR”, 就是公共关系的缩写。礼仪专家金正昆认为, 公共关系这个概念, 还是翻译成公众关系比较好。在我国港澳地区人们就把它叫做公众关系。

2. Public Relations is a management function that involves monitoring and evaluating public attitudes and maintaining mutual relations and understanding between an organization and its public.

译文: 公共关系是一种监督、评估公众态度, 维持相互关系和组织与外界之间相互理解的管理职能。

句中, that 引导一个定语从句, function 为先行词。

3. Being wrinkled, unshaven, smelly or unkempt communicates (intentionally or not) that you don't care enough about the situation, the people or the company to present yourself respectably.

译文: 衣服不平整、胡子拉碴、身上带异味、着装不整洁(无论有意还是无意)表明你不在乎这个场合、这些人或这个公司, 无须得体出席。

句中的动名词短语作主语, 即 Being wrinkled, unshaven, smelly or unkempt; that 引导宾语从句。



Tasks

Task 1 According to the text, please answer the following questions.

1. What is "Public Relations"?
2. What should a good secretary concerned with foreign affairs be equipped with?
3. Why is it suggested that we should talk a little about ourselves at social occasions?
4. What can be put in "people databases"?
5. Can you give some examples to show your kindness and hospitality towards others?
6. Why should we put identifying information in the subject line when writing an e-mail?
7. What should you do before clicking on the send button?
8. How do you dress yourself properly?

Task 2 Fill in the blanks with one of the following words or phrases from the text.

Make changes where necessary.

insult	identify	etiquette	intentionally
involve	encounter	hospitality	multiple

1. Nowadays women have played _____ roles in our society.
2. Public Relations is a management function that _____ monitoring and evaluating public attitudes and maintaining mutual relations.
3. It is a necessity to put _____ information in the subject line when writing a letter.
4. I felt most _____ when they made me sit at a little table in the back.
5. The Japanese have a rigid code of _____, which may seem artificial to foreigners.
6. The _____ of the hosts left us a favorable impression.
7. Never insult others openly and _____.
8. Making it a point to be ready for a variety of _____ in the current changing times.

Task 3 The following sentences are chosen from the text. Please translate them into Chinese.

Section A

Directions: Translate the following passage into Chinese.

A good secretary working in foreign affairs must be equipped with such knowledge, he should also have excellent communication skills, both spoken and written, be able to express thoughts clearly and simply.

Section B

Directions: Translate the underlined part of the following passage into Chinese.

Keep notes on people. There are several "contact management" software applications that are designed for salespeople, but in business, nearly everyone is a salesperson in some capacity or

another. The software helps you create a "people database" with names, addresses, phone numbers, birthdays, spouse and children's names; whatever depth of information is appropriate for your situation.

Section C

Directions: Translate the following passage into English and write the English version on the Answer Sheet.

一定要准时——没有人喜欢等待。如果无法避免迟到,要事先通知对方。记住:你永远不能预测什么时候会遇到交通堵塞、事故、道路维修或其他造成迟到的情况。所以要留出额外时间,尤其是去参加面试时。

Text B

Suggested Reading Time: 5 min 30 s

Corporate Gift Giving

'Tis the time of year to show your appreciation to clients, vendors and employees. Here are a few things to consider.

From the company:

Tokens of appreciation: Make sure that gifts sporting your company's logo meet a certain standard: well made, in tasteful colors and with the logo understated enough not to look like an advertisement.

Charitable gifts: Many companies show their appreciation by giving a donation in the recipient's name. This is a win-win solution: the recipient is glad to be recognized; the company making the donation makes its appreciation known; and both companies contribute to the greater good of society.

From individuals to customers and clients:

Individuals in the company who give gifts to outsiders are usually at the executive to mid-manager level.

Many companies forbid any corporate gift giving, or only allow employees to accept gifts valued at less than \$25.

Be sure to follow your own company rules and check with the HR department at the intended recipient's company first. Sending a gift to a client who's unable to keep it is awkward for both parties.

Never give a gift to an outside business associate who is either currently involved in a bidding process with your firm or receiving a bid from you or your company.

Gifts from outside your company:

Some companies have a ceiling for the value of a gift received; others require that any gifts valued at more than \$25 must be disclosed to management. This is a good way to keep tabs on what's coming in from outside and seeing to it that everything stays aboveboard.

Most companies allow employees to receive token gifts from customers and clients because sending them back could insult the giver, especially during the holidays.

Some businesses require that any foodstuffs received from outside be divided up and shared; this is because the usual recipients of such gifts tend to be those employees who have the advantage of dealing face-to-face with customers — whereas the people who work behind the scenes often go unrewarded.

Gifts for bosses: Yes or No?

Don't give a gift to your supervisor that's just from you. Other employees may resent what they see as an effort to curry favor with the boss.

Get together with the others in your department and give a gift from the group.

Gifts for assistants: Yes or No?

Managers may want to reward their secretary or assistant personally. The gift choice depends on length of service: If it is less than five years, a gift valued at \$25 is sufficient; with longer-term assistants, a more generous gift is appropriate.

Make sure the gift is not too personal: Lingerie, perfume, and jewelry are out of the question.

Books, CDs, personal organizers, fruit baskets, theater tickets and gift certificates are good possibilities. (462 words)

(选材自 http://www.emilypost.com/everyday/corporate_gift_giving.htm)



Words and Expressions

vendor	n. 卖方, 厂商, 摊贩
token	n. 象征, 标志 adj. 象征性的, 标志性的
logo	n. 标志, 徽标, 商标
charitable	adj. 慷慨施舍的, 慈善仁爱的
recipient	n. 接受者, 接受方, 收件人
awkward	adj. 不舒服的, 难堪的, 尴尬的, 难处理的
bid	v. / n. 投标, 出价
whereas	conj. 但是, 然而, 尽管
unrewarded	adj. 未获报答的, 无报酬的
supervisor	n. 监督者, 管理者, 导师
resent	v. 对……愤怒, 对……反感, 不快
sufficient	adj. 充足的, 足够的
lingerie	n. 女子贴身内衣或睡衣
stay aboveboard	正大光明, 坦荡磊落
contribute to	捐献, 促成, 有助于



1. Logo

译文: 标志, 徽标, 商标

Logo 一词由希腊语“logos”变化而来, 是英语单词“logogram”的简写, 是现代经济的产物, 它不同于古代的印记, 现代标志承载着企业的无形资产, 是企业综合信息传递的媒介。标志作为企业 CIS 战略的最主要部分, 在企业形象传递过程中, 是应用最广泛、出现频率最高, 同时也是最关键的元素。企业强大的整体实力、完善的管理机制、优质的产品和服务, 都被涵盖于标志中, 通过不断的刺激和反复刻画, 深深地留在受众心中。

2. HR Department

译文: 人力资源部(Human Resources Department)

3. Never give a gift to an outside business associate who is either currently involved in a bidding process with your firm or receiving a bid from you or your company.

译文: 公司以外的生意伙伴如果近来参与公司的投标或将从你或你公司获得投标, 则不要赠送礼物给他。

— 此句中间接宾语为 outside business associate, 后面由 who 引导定语从句, 定语从句中由 either 和 or 连接两个对象。



Task 1 According to the text, please answer the following questions.

1. What's the standard to meet when you give gifts sporting your company's logo?
2. What kind of gifts can be regarded as charitable gifts?
3. Under which circumstance shouldn't you give a gift to an outside business associate?
4. Why do most companies allow employees to receive token gifts from customers and clients?
5. Do you agree with the company's requirement that any foodstuffs received from outside be divided up and shared? Why or why not?
6. What is the relatively ideal way to give a gift to your boss?
7. What kind of gift may be appropriate when giving gifts to your assistant?
8. How many cases of gift giving are mentioned in this essay?

Task 2 Read the text again and decide whether the following statements are True or False.

1. Individuals in a company who give gifts to outsiders are usually from the employees to the upper-manager level.
2. Seldom will companies forbid employees to accept gifts.