

商务英语培训教材

全球超过 150 家跨国公司采用



# GLOBAL LINKS

原著：(美) Angela Blackwell

翻译：朴玉 陈兵

朗文商务英语

2

長 春 出 版 社

# GLOBAL LINKS

2.

English for International Business

原著: (美) Angela Blackwell  
Jennifer Bixby

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# Talking About Your Company

谈论你所在的公司

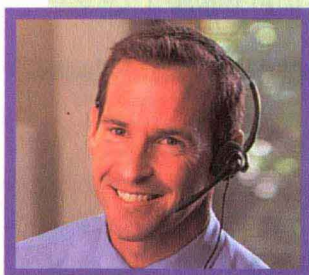
## BUSINESS TALK

### GETTING STARTED



1. Read and listen to the article about Plantronics. 阅读并听一听下面这篇关于Plantronics公司的文章。

**Plantronics, Inc.**, designs and manufactures lightweight headsets for telephones, mobile phones, and personal computers. The company sells its products worldwide and has offices in 19 countries. The head office is in Santa Cruz, California. Plantronics employs more than 2,000 people.



Plantronics is currently marketing its products for home use. More and more people now are using headsets to listen to music or play video games on their computers. As a result, Plantronics is developing a new generation of headsets for the personal computer and mobile telephone.

Source: Plantronics



2. Listen. Circle the correct choice. 听磁带，并将正确答案用圆圈圈起来。
- Plantronics designs / is designing lightweight headsets.
  - The company has / is having offices in 19 countries.
  - Plantronics employs / is employing more than 2,000 people.
  - The market for headsets grows / is growing fast.
  - Currently, Plantronics develops / is developing headsets for personal use.
3. Work with a partner. Talk about your company. Use the words in the box. 与一位同伴合作，使用方框中的表述方式谈论你所在的公司。

We manufacture ...

We supply ...

We provide services for ...

We sell ...

We design ...

At the moment, ...

Right now, ...

Currently, ...

we're hiring ...

we're developing ...

we're opening ...

we're expanding ...

## OBJECTIVES

目标

- To answer questions about your company  
回答关于你所在公司的一些问题
- To exchange information about a company  
交流一家公司的有关信息
- To respond to a business inquiry  
答复商业垂询



## CONVERSATION

## 会话练习

**What does your company do?** 你们公司是做什么的?

4. Read and listen to the conversation. 阅读并听下面的会话。

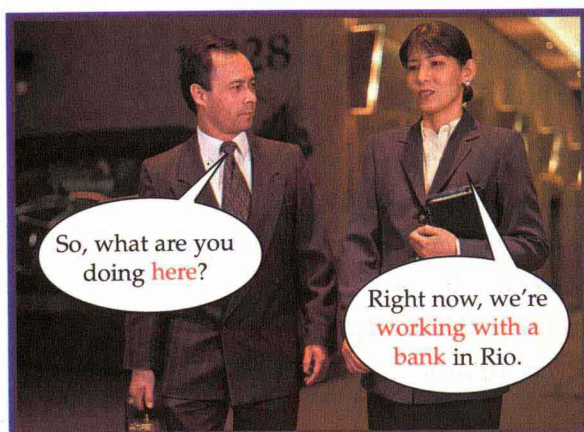


• We provide financial services.



• Where's your head office?

• worldwide



• in Brazil

• opening an office



• Really?

Listen again and repeat. 再听一遍并跟读。

5. Practice the conversation with a partner. 与同伴练习会话

## Pronunciation Focus: Wh- questions

6. Listen and repeat. 听磁带并跟读。

- What does your company do?
- So, what are you doing here?
- Where's your head office?



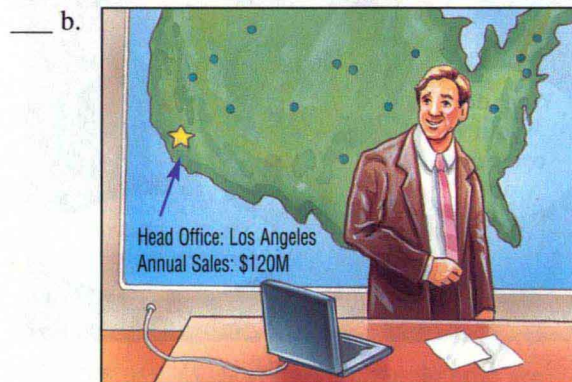
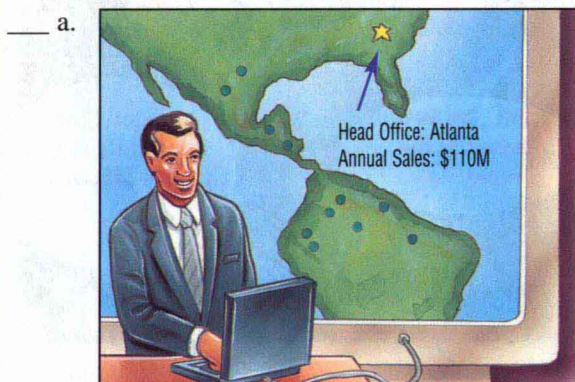
# BUSINESS CONNECTIONS

## LISTENING

听力练习

**We're growing pretty fast right now.** 我们现在发展得非常迅速。

1. Listen to this presentation at a job fair in Mexico City. Look at the pictures. Which presentation did you hear? Check (✓) a or b.  
听一听在墨西哥城举办的一次职业博览会上的推介报告。看看下面的图片，你听到的是哪份报告？在正确的报告前画(✓)。



2. Listen again and complete the notes about the presentation.  
再听一遍，并完成关于这份报告的备忘录。

### Business Solutions

(a) Business software and consulting services. Head office in

(b) \_\_\_\_\_; offices all over the world.

(c) \_\_\_\_\_ employees (most in US & Europe)

2,500 Clients (large corporations; small and medium-sized businesses)

Annual income: (d) \$ \_\_\_\_\_ million

In Mexico since (e) \_\_\_\_\_; number of accounts (f) \_\_\_\_\_

Also in Brazil, Venezuela, and (g) \_\_\_\_\_

## NUMBERS 数字练习

3. Listen to the information about the company's clients and net income. Complete the chart. 听磁带关于这家公司的客户和净收入的相关信息，完成下面的表格。

Year	Number of Clients	Net Income
1996	500	\$ _____ million
1998	_____	_____
2000	_____	_____
This year	_____	_____

- Listen again and check your answers. 再听一遍，并核对答案。



## SPEAKING

## 口语练习

**What type of company is NTT?** NTT是哪类公司?

4. Speaker A, use this page. Speaker B, see the Activity File on page 86.  
A利用本页, B参阅86页上的活动资料。

Speaker A, ask Speaker B for the information you need and complete the chart. Use the questions in the box below. 由A使用下方框中的问题向B询问所需信息并完成表格。

What type of company is \_\_\_\_? Where is the head office of \_\_\_\_?

How many employees does it have? What is the company doing now?

**Example**

Speaker A: What type of company is NTT Communications?

Speaker B: It's a telecommunications company.

**NTT Communications**

Type of company:	<u>Telecommunications</u>
Head office:	<u>Tokyo, Japan</u>
Employees:	<u></u>
Current activities:	<u>Expanding its global internet services</u>

**Hanjin Shipping**

Type of company:	<u>Shipping and transportation</u>
Head office:	<u></u>
Employees:	<u>3,400</u>
Current activities:	<u></u>

**Unibanco**

Type of company:	<u></u>
Head office:	<u>São Paulo, Brazil</u>
Employees:	<u></u>
Current activities:	<u>Developing business-to-business Internet services in Latin America</u>

5. Now answer Speaker B's questions. 现在回答B的问题。
6. What do you know about these companies? Talk about the ones that you know. Use the phrases in the box. 你对这些公司了解多少?使用方框中的词组谈谈你所知道的信息。



It sells/manufactures/provides ...  
It's based in ...  
Right now, it's ...



Lucent Technologies  
Bell Labs Innovations





## READING

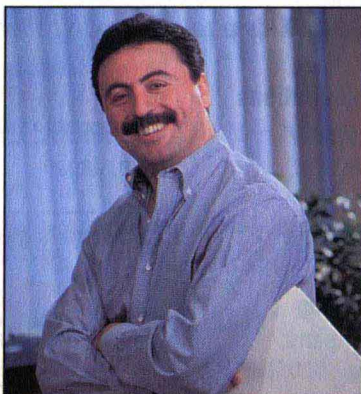
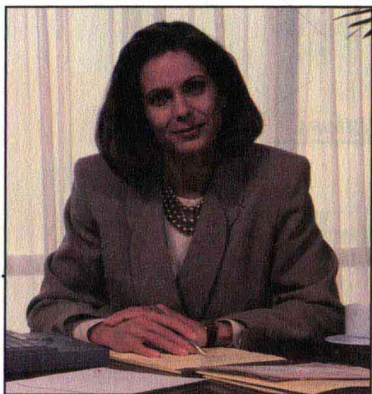
阅读练习

### Business Dress Codes 商场着装习俗

1. Read the article. 阅读下面这篇文章。

## Business Culture

**D**ress codes are rapidly changing in the world of business. In companies across the United States, the business suit and tie are disappearing from the workplace, and casual office wear—slacks and a sports jacket for men, pants or a skirt and a jacket for women—is becoming more and more popular. “Dress down Friday” (a day when employees are permitted to wear casual clothes) is spreading to the other weekdays, and this trend will probably continue.



In a poll of 3,700 executives by Management Recruiters International of Cleveland, Ohio, 40 percent believed that the business suit is becoming a thing of the past. Many executives believe that business people will not wear suits at all ten years from now, not even to job interviews.

Source: Management Review

2. Write T (true) or F (false) according to the article. 根据文章内容判断句子正误。

- This article is about what to wear for an interview. —
- Business people dress informally more often now. —
- Nowadays, people wear business suits on “dress down Fridays.” —
- Many of the executives in the poll think that business people will dress more casually in the future. —

## Talk About It

开口说

3. Discuss these questions. 讨论下面这些问题。

- What do men and women wear to work in your company?
- Is the business suit disappearing in your workplace?
- Is it important to dress formally in your industry?  
Why or why not?



## WRITING

## 写作练习

## A Letter Providing Information About Your Company

提供你们公司信息的信

## 4. Read the letter. 阅读这封信。

**NIPPON VIDEO**

■ 9 Kanda - Mitoshiro ■ Chiyoda - Ku, Tokyo 101-0053

November 30, 2001

Kim Chang Park  
Korea Video  
70 Sorin-dong  
Chongro-ku  
Seoul, Republic of Korea

receiver's  
information

Dear Mr. Park:

greeting

Thank you for your interest in Nippon Video.

opening/  
thank you

Nippon Video is one of the largest suppliers of videotapes in Asia. We have 15 offices in Japan, and a wide network of manufacturing and distribution centers in Japan, Korea and the Philippines. We have an excellent reputation for quality, efficiency, and service at low cost.

company  
information

I am enclosing a brochure that explains our products and services, along with a current price list. Please get in touch with me if you would like further information.  
I hope we can be of service to you.

offer  
additional  
information

Sincerely,



closing

Hiroshi Endo  
Marketing Manager

enclosure

Enc.

## Useful Language

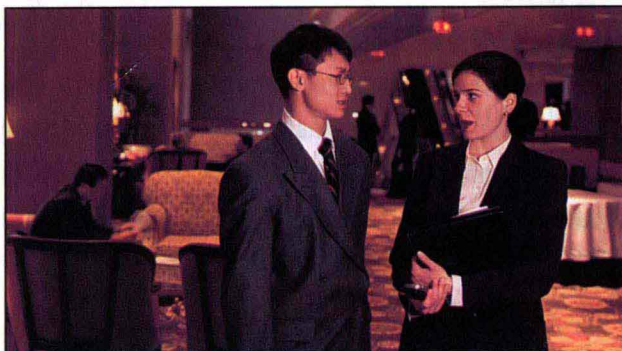
- We are recognized as a world leader in \_\_\_\_\_.
- Enclosed is a catalogue that describes \_\_\_\_\_.
- Please feel free to call me for further information.

Write a letter responding to a request for information about your company's services or products. Describe your company, its size and location(s), and its main activities. If you prefer, use one of the companies on page 5. 写一封信, 答复要求了解关于你所在公司服务或产品的垂询。描述一下你的公司, 它的规模、位置和主要活动。如果你愿意, 你可以选择第5页上的一家公司进行描述。



## BUSINESS TALK

## GETTING STARTED



## OBJECTIVES

目标

- To make small talk

闲谈

- To initiate and continue a conversation

开始会话并使会话  
进行下去

- To write a follow-up message after an initial meeting

初次见面后写一封  
后续短信

1. Read the questions. Then match the questions with the answers.  
阅读下面的问题，然后将问题与答案配对。

- |   |   |
|---|---|
| 3 a. You like Thai food, don't you?                 | 1. Yes, I'm a software engineer.                |
| ___ b. Bangkok is an exciting city, isn't it?       | 2. Yes, there's so much to see and do.          |
| ___ c. You're in the computer industry, aren't you? | 3. I'm not sure. What's it like?                |
| ___ d. You like sports, don't you?                  | 4. Oh yes, I'm a big soccer fan. How about you? |



Listen and check your answers. 听磁带，并核对答案。



2. Listen and complete the conversations. 听磁带，并完成会话。

- A: This is your first visit to New York, isn't it?  
B: Yes, it is.
- A: It's a wonderful city, \_\_\_\_\_?  
B: Oh, yes. There's so much to see and do.
- A: You're in the computer industry, \_\_\_\_\_?  
B: Yes. What about you?
- A: That was an excellent meal, \_\_\_\_\_?  
B: Delicious. I love Mexican food.
- A: You live in Buenos Aires, \_\_\_\_\_?  
B: Yes. Have you been to Argentina?
- A: You don't follow soccer much in the US, \_\_\_\_\_?  
B: No, but it's getting more popular now.



Listen again and check your answers. 再听一遍并核对答案。

3. Practice the conversations above with a partner. Take turns asking and answering the questions. 与同伴练习上面的会话。两人轮流问答上面的问题。



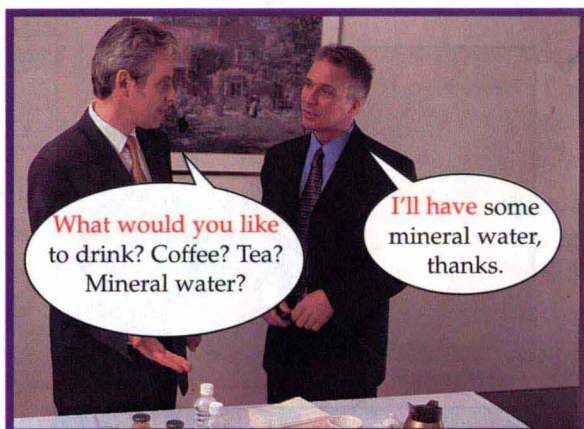
## CONVERSATION

## 会话练习

**You're from the United States, aren't you?**

你来自美国，是吗？

4. Read and listen to the conversation. 阅读并听下面这段对话。



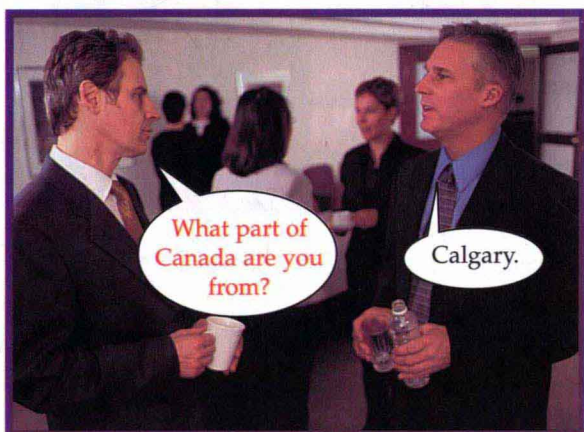
• Can I get you something

• I'd like



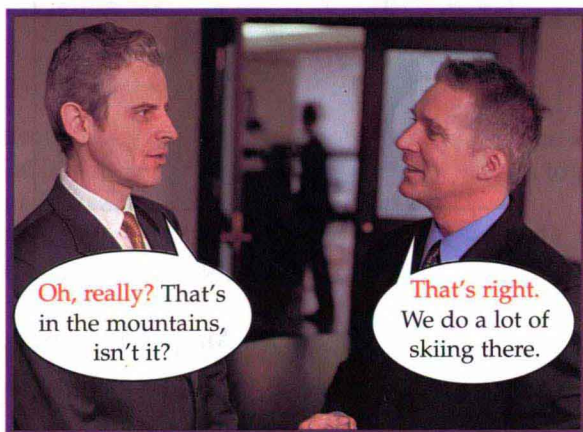
• Are you American?

• I'm Canadian



• Where do you live in Canada?

Calgary.



• Calgary?

• Right.

Listen again and repeat. 再听一遍并跟读。

5. Practice the conversation with a partner. 与同伴练习会话。

## Pronunciation Focus: Tag questions

6. Listen and repeat. 听磁带并跟读。

- You're from the United States, aren't you?
- That's in the mountains, isn't it?
- This is your first visit, isn't it?



## LISTENING

听力练习

**Are you going to São Paulo on business?** 你要去圣保罗出差吗?

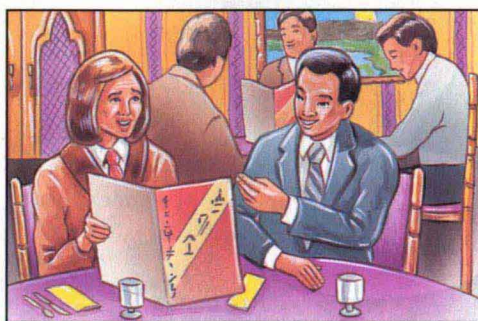


- 1.** Listen to the conversations. Look at the pictures. Who is speaking?  
Number the pictures 1-4. 听下面的会话。看下面的图片：谁在说话？在图片前标上相应的序号1-4。

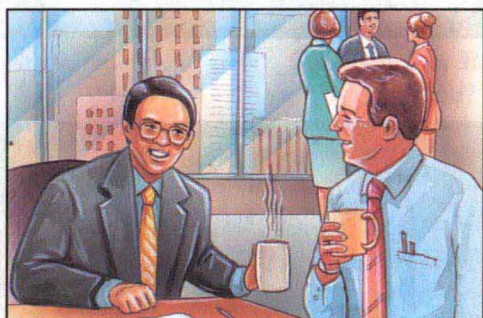
\_\_\_ a.



\_\_\_ b.



1 c.



\_\_\_ d.



- 2.** Match the questions with the responses. 将提问与回答配对。

\_\_\_ a. How's it going?

1. No thanks. I just had some.

\_\_\_ b. Would you like some help with the menu?

2. Fine. We're very busy.

\_\_\_ c. Are you going to São Paulo on business?

3. It was very nice, thank you.

\_\_\_ d. Welcome to Mexico. Did you have a good trip?

4. Oh yes, please. What do you recommend?

\_\_\_ e. Could I get you a cup of coffee?

5. Yes. We have a contract with a telephone company there.



Listen and check your answers. 听磁带并核对答案。



## SPEAKING

## 口语练习

## Do you live in California? 你住在加利福尼亚吗?

3. Work with a partner. Read the situations below and have conversations with your partner. Continue the conversations as long as possible.

与一位同伴合作, 阅读下面给出的情况并与你的同伴进行对话, 尽可能使你的对话长一些。



1. On a plane to Los Angeles 在飞往洛杉矶的飞机上。

Speaker A, you are going to the US for a one-week training program in Los Angeles, California. Start a conversation with Speaker B. Talk about travel and work. 假设A要去美国加利福尼亚州的洛杉矶参加将在那里进行的为期一周的培训项目, 与B开始会话, 谈论旅行和工作。

Speaker B, you are returning to the US after a vacation. You live and work in Los Angeles. Talk about travel and work.

假设B结束了假期正飞回美国, 他工作并生活在洛杉矶, 和A谈论旅行和工作。

**Example**

A: Do you live in California?

B: Yes, I'm from Los Angeles.



2. In a Restaurant 在一家饭店里。

Speaker B, you are meeting a business associate who is visiting from another country. Ask about his or her trip and then talk about things to do, such as sightseeing, sports, musical events, and theater.

假设B正与一位商业伙伴会面, 这位商业伙伴从另一个国家来此访问。询问他或她的旅行状况, 然后谈论该做的事情, 比如观光、运动、音乐会、戏剧等等。

Speaker A, you are on a visit from another country. Talk about what you want to see and do. 假设A从另一个国家来此访问, 谈论你想看和想要做的事情。

**Example**

B: Is this your first visit to \_\_\_\_\_?

A: Yes, it's a wonderful city.

## Conversation Strategies

## Making Small Talk

- You're from \_\_\_\_, aren't you?
- Is this your first visit to \_\_\_\_?
- Do you like \_\_\_\_?
- You enjoy \_\_\_\_, don't you?
- Tell me, do you follow \_\_\_\_? (a sport)
- What about you?



## READING

阅读练习

### The Art of the Business Lunch 商务午餐的艺术

1. Read the article. 阅读下面的文章。

## Business Culture

**T**he business lunch is an excellent way to improve a relationship with a client. However, since eating is a very social thing, it's easy to get distracted. So plan what you would like to discuss, just like a business meeting.

It helps to think of the business lunch as having a specific beginning, middle, and end. Begin with a minute or two of small talk, and then talk about business until the food arrives. During the meal, put away the paperwork and focus on getting to know your client. Avoid food that is messy or difficult to eat.

The person who does the inviting should pay for the meal. If you think your clients will insist on paying, pay the bill in advance. Arrive earlier than your guests. Do not order anything while you are waiting for them. When the guests arrive, stand up and shake hands. If they are late, wait about 15 minutes before you telephone their office.

The three-hour power lunch has largely disappeared in North America. Nowadays, the appropriate length for the business lunch is about 1 1/2 hours: a shorter, more productive meeting that still leaves time for work afterwards.

Source: The Toronto Star

2. Check (✓) what you should and should not do at a business lunch according to the article. 根据上面的文章, 判断你在商务午餐时应该做什么和不应该做什么。

	Yes	No
a. Plan what you would like to discuss before a business lunch.	✓	___
b. Make small talk for a long time before discussing business.	___	___
c. Order a meal that isn't difficult to eat.	___	___
d. It's OK to be late if you are inviting.	___	___
e. It's OK to order a drink while you wait for your guest.	___	___
f. If your guests are late, you should leave the restaurant after 15 minutes.	___	___

## Talk About It

开口说

3. Discuss the questions. 讨论下面的问题。

- Do you agree with the advice in the article?
- What advice would you give a visiting colleague about business meals in your country?



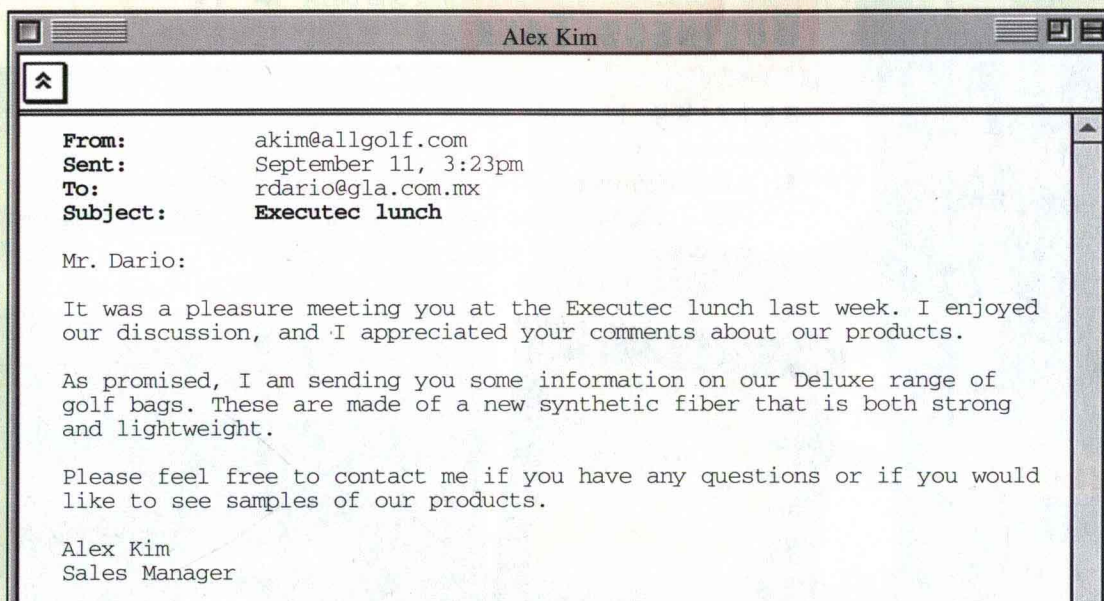


## WRITING

## 写作练习

## E-mail to a New Client 给一位新客户发电子邮件。

## 4. Read the e-mail. 阅读下面这封电子邮件



Write an e-mail to someone you recently met who is interested in your company's products or services. In your message: 给最近你遇见过的、对你的产品或服务感兴趣的人发一封电子邮件, 在你的信中:

## Useful Language

- I appreciated your feedback about \_\_\_\_\_.
- As I mentioned during lunch, \_\_\_\_\_.

- say how much you enjoyed meeting him/her  
告诉对方你是多么高兴与他/她会面。
- follow up on any promises or requests made  
继续谈及曾经许下的诺言或要求。
- say how that person can contact you in the future  
告诉对方以后如何与你联系。

## NUMBERS 数字练习



5. Listen. Correct the mistakes in the messages. Then listen again.  
听磁带, 修改下面信息中出现的错误。然后再听一遍。

a.

## MESSAGE

From: Bob Green  
(303) 993-9802  
bgreen@stpaul.edu  
wants info about  
training courses

b.

## MESSAGE

From: Paulo Ferreira  
(55-1) 819-7790  
(Brazil)  
paulo@ombanco.com.br  
call about visit next  
week

c.

## MESSAGE

From: Helena Schwartz  
(507) 623-1768  
hs3@wonderlink.com  
e-mail application  
form

d.

## MESSAGE

From: Masato Gomo  
(81-45) 910-0442  
(Japan)  
please call him

Check your answers with a partner. Say the numbers. 与同伴核对答案, 并读出这些数字。



## 3

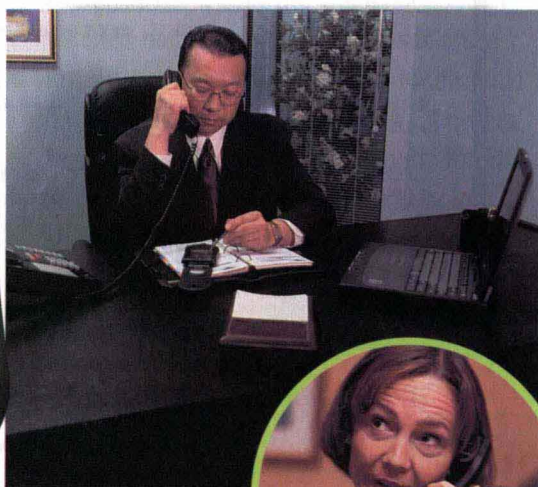
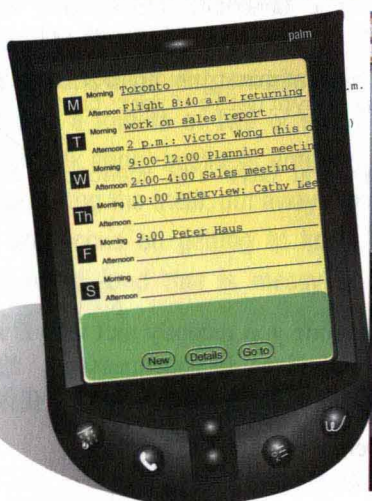
## 安排会面及日程

## GETTING STARTED



- ## OBJECTIVES

- To schedule a business meeting  
制定商务会议的日程
- To arrange a visit  
安排一次访问
- To request a meeting in writing  
以书面形式要求会面



- \_\_\_\_\_ in the morning.

- on \_\_\_\_\_ (day of the week)