

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) Keith Adams Rafael Dovale

翻译: 朴玉 陈兵

A large, stylized globe is the central background element. It features a color gradient from red to yellow to green. A silhouette of a person in a business suit stands on the globe. The Chinese title "朗文商务英语" is overlaid on the globe in large, blue, outlined characters.

朗文商务英语

1

長 春 出 版 社

# GLOBAL LINKS 1.

English for International Business

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Kenneth Schmidt

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長 春 出 版 社

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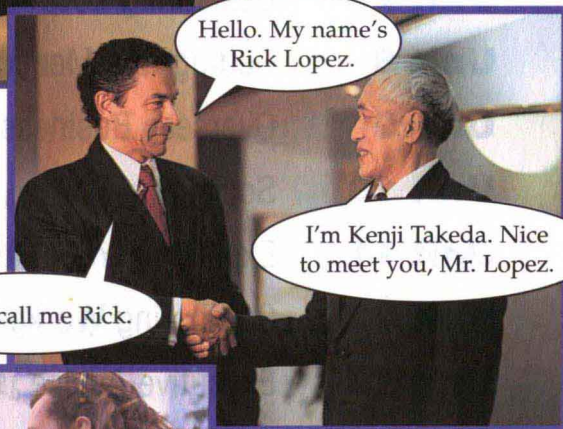
# Introductions in the Business World 商务世界中的自我介绍

## BUSINESS TALK

### GETTING STARTED

1. These businesspeople are meeting for the first time. Read and listen to the conversations.

这些商务人员第一次见面，阅读并听听他们的对话。



## OBJECTIVES

目标

- To introduce yourself in business situations

在商务场合合作自我介绍

- To exchange basic information

交流基本信息

- To use titles and names in different cultures

在不同文化背景中使用称呼和名字

## OTHER GREETINGS

Good morning.  
Good afternoon.  
Glad to meet you.  
Pleased to meet you.

- Listen again and repeat. 再听一遍并跟读。

2. Practice introducing yourself to a partner. Use the words from the conversations above and the words in the box.

使用上面对话中出现的单词和方框中的单词练习将你自己介绍给同伴。

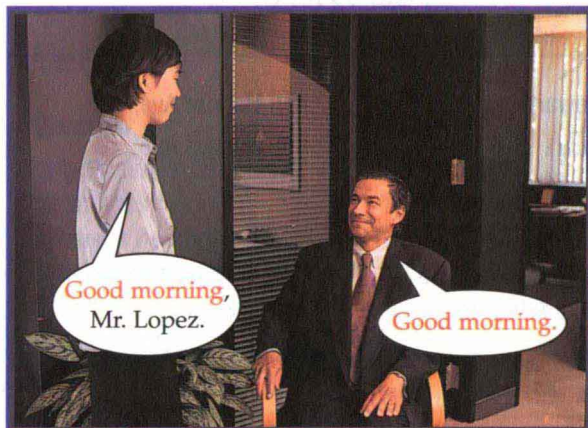


## CONVERSATION

## 会话练习

It's nice to meet you. 很高兴认识你。

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



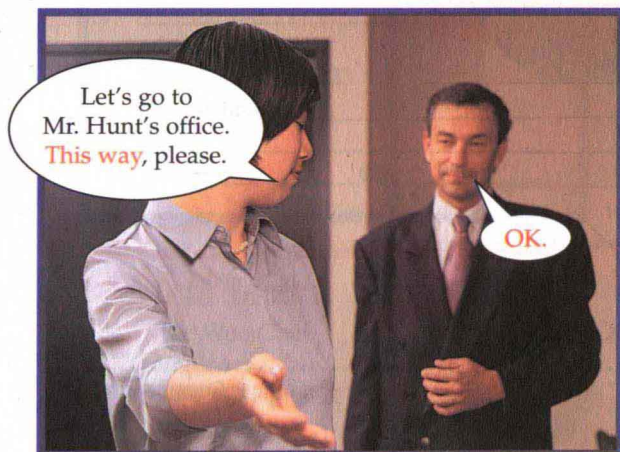
• Good afternoon

• Good afternoon.



• Pleased

• I'm glad



• Follow me

• All right.



• Good

• Fine, thank you.

Listen again and repeat. 再听一遍并跟读。

4. Practice the conversation with a partner. 和同伴练习对话。

## Pronunciation Focus: Statements with be

5. Listen and repeat. 听磁带并跟读。

- It's nice to meet you.
- It's good to see you again.
- I'm glad to meet you.



# BUSINESS CONNECTIONS

## LISTENING

听力练习

What's your address? 你的地址是什么?



1. Listen. Check (✓) the names, addresses, and phone numbers you hear. 听磁带, 在你听到的名字、地址以及电话号码前划“✓”。

- |                         |                                     |                          |
|-------------------------|-------------------------------------|--------------------------|
| a. _____ John Wolfe     | b. _____ Jessica Stewart            | c. _____ 416 Harlem Ave. |
| _____ John Woolf        | _____ Jessica Stuart                | _____ 460 Harlem Ave.    |
| d. _____ (312) 555-0782 | e. _____ 1340 Belle Street Suite 15 |                          |
| _____ (320) 555-7082    | _____ 1314 Belle Street Suite 50    |                          |



2. Listen. Fill in the forms. 听磁带, 填表格。

a.

### The Clarion Hotel

Reservation Card

Guest Name Last Emerson First \_\_\_\_\_  
 Address \_\_\_\_\_ Street \_\_\_\_\_  
San Francisco, CA 94123  
 Phone (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

b.

### Phoenix Travel

Passenger Reservation Card

Name \_\_\_\_\_ last \_\_\_\_\_ first Jordan  
 Address \_\_\_\_\_ Street \_\_\_\_\_  
Seattle, Washington  
 Phone \_\_\_\_\_

c.

### Department of Immigration

ARRIVAL CARD

Name \_\_\_\_\_  
 Last First Middle Initial  
 Nationality \_\_\_\_\_  
 Passport number \_\_\_\_\_  
 Signature \_\_\_\_\_



## SPEAKING

## 口语练习

## Where is she from? 她来自哪里?

3. Speaker A use this page. Speaker B, see the Activity File on page 86.  
A利用本页, B请参阅86页上的活动资料。  
Speaker A, ask Speaker B for the information you need and fill in business cards a and b. Then answer Speaker B's questions.  
A向B询问需要的信息, 并将其填入商务卡片 a和b中, 然后回答B的提问。

## Example

## Question

What's Kenji's last name?  
What does he do?  
Where is he from?  
What's his telephone number?  
What's his e-mail address?

## Answer

It's Takeda.  
He's a technical director.  
He's from Japan.  
It's (03)5995 3801.  
It's takeda@nakajima.co.jp

NAKAJIMA  
Industries

**Kenji Takeda**  
Technical Director

3-5-7 Kanamecho  
Toshima-ku  
Tokyo 171, Japan  
Tel: (03)5995 3801  
e-mail: takeda@nakajima.co.jp

a.

## Alfa Micro, S.A.

Helena \_\_\_\_\_  
\_\_\_\_\_  
edificio Bolívar  
Rua Santa Clara, 23  
Rio de Janeiro, \_\_\_\_\_  
Tel: \_\_\_\_\_  
e-mail: \_\_\_\_\_@\_\_\_\_\_



b.

## New Century, Limited

\_\_\_\_\_ Gilbey  
\_\_\_\_\_  
234 Pitt St.  
Sydney, NSW, 2145 \_\_\_\_\_  
Tel: \_\_\_\_\_  
e-mail: \_\_\_\_\_@\_\_\_\_\_



c.

## Info Tech

Tae Woo Choi  
Engineer  
54-1 Chongno-2Ga  
Chongno-gu  
Seoul 119-133 Korea  
Tel: (2) 555-0935  
e-mail: Tae@intec.co.kr



d.

## Inland Instruments

Sara Harmsen  
Director  
603 Wabash Avenue  
Chicago, IL, 60605 USA  
Tel: (312) 709-2715  
e-mail: Sara@inland.com



4. Speaker A, ask Speaker B questions and fill in the card.  
A向B提问并填写下面的卡片。

What's your name?  
What do you do?  
What's your telephone number/e-mail address?

## Conversation Strategies

- Can you spell that?
- What's the number again?

Name: \_\_\_\_\_  
Position/Job: \_\_\_\_\_  
Tel: \_\_\_\_\_  
e-mail: \_\_\_\_\_



## READING

阅读练习

### Titles and Names 称呼 and 名字

1. Read the article. 阅读下面这篇文章。

## Culture Report

In English-speaking countries, use *Mr.* plus the last name for men. There are two titles for women, *Ms.* or *Mrs.* It's best to use *Ms.* if you aren't sure which title to use. *Miss* is usually not used as a title for women.

What name do you use with a title? In most Western countries, the order of names is first (given) name, then last (family) name, for example, Luisa de Sousa. Use the family name when you meet someone. For example, say *Ms. de Sousa* to Luisa de Sousa.

People use the family name with titles in China, Japan, and Korea, too. But the order of names is different — family name then first name(s). Chen Jihai is *Mr. Chen*, not *Mr. Jihai*.

What about first names? In the USA and Canada, first names are OK when you first meet. If someone says, "Please call me Rui," use the first name. It's polite and friendly.

Source: Entrepreneur International

Mark the following sentences True, False, or I don't know.  
在下面的句子前填上(正确), (错误) 或者(我不知道)。

| True                                | False                               | I don't know.                       |  |
|-------------------------------------|-------------------------------------|-------------------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | a. <i>Ms.</i> and <i>Mrs.</i> are titles.  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | b. <i>Mr.</i> is a title for men.  |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | c. A title is the same thing as a name.  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | d. In Western countries, use the first name, then the family name.                         |
| <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | e. Luisa de Sousa is not married.  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | f. It's OK to use first names when you first meet someone in the USA or Canada.            |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | g. The order of names in China, Japan, and Korea is the same as in most Western countries. |

## Talk About It

开口说

2. Discuss the questions. 讨论下面的问题。

- What is the order of names in your country?  
First then last? Last then first? Other?
- Do you use your first name . . .  
with friends? with co-workers? when you first meet someone?

## WRITING

## 写作练习

## Office Memos

## 办公室备忘录

## 3. Look at the memo about a business visit.

阅读一份关于商务访问的备忘录。

*between two or more places (offices) in the same company.*

## Inter-office Memo

To: Akira Kobe, General Manager, Sales Planning  
 From: Kathy Yeh, Sales Promotion Assistant  
 Re: Helena Santos visit  
 Date: April 21, 2001

Ms. Helena Santos, manager from Alfa Micro, S.A. in Brazil, is coming on Thursday, April 25 at 10:00 a.m. Please come to the Conference Room and meet her.

*what the memo is about*

Write a memo about a business visit. Use real names and job titles.  
 起草一份商务访问的备忘录，要使用真实姓名和职位。

To: \_\_\_\_\_  
 From: \_\_\_\_\_  
 Re: \_\_\_\_\_  
 Date: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



## NUMBERS 数字练习

## 4. Listen. On a piece of paper, write the phone numbers you hear. Then check your numbers with a partner. Say the numbers.

听以下内容，将你听到的电话号码记在一张纸上，然后与你的同伴检查所记数字是否正确，并读出这些数字。

## 5. Listen. You will hear parts of addresses. Write only the numbers. Then check with a partner. Say the numbers.

听以下内容，你将听到一些地址的某些部分，只将数字记录下来，然后与你的同伴检查所记数字正确与否，并读出这些数字。



## Describing Your Company

描述你所在的公司

## BUSINESS TALK

## GETTING STARTED

1. What do these companies make? Look at the pictures. Complete the sentences. 这些公司都是生产什么产品的? 参看图片完成句子。

Example**COMPAQ**

Compaq is an American company. It makes computers.

## OBJECTIVES

目标

- To greet business colleagues

问候职场同事

- To exchange information about your company

就你所在的公司交换信息

- To write an e-mail introducing your company

写一封电子邮件介绍你所在的公司

**TOSHIBA**

Nestlé

**KIA**

video cassette  
recorders (VCRs)



food products



cell phones



cars

- Toshiba is a Japanese company. It makes \_\_\_\_\_.
- Nestlé is a Swiss company. It \_\_\_\_\_.
- Motorola is an American company. \_\_\_\_\_.
- KIA is a Korean company. \_\_\_\_\_.



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

2. What about your company? Talk about it.  
你所在的公司情况如何? 就此展开话题。

Example

My company is a Mexican/Korean company.  
We make televisions.  
We're in the banking industry.

## SOME INDUSTRIES

automobile  
banking  
food  
electronics  
telecommunications



## CONVERSATION

会话练习

And what do you do? 您是做什么的?

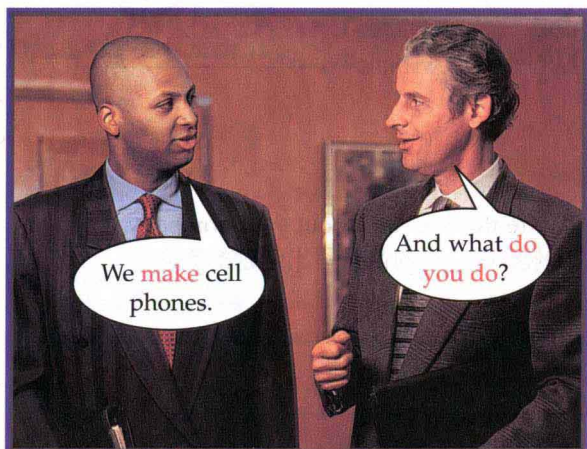
3. Read and listen to the conversation. 阅读并听对话。



• Who are you with



• I work for



• manufacture

• department are you in



• marketing

Listen again and repeat. 再听一遍并跟读。

4. Practice the conversation with a partner. 与同伴练习对话。

## Pronunciation Focus: Wh - questions

5. Listen and repeat. 听磁带并跟读。

- What company do you work for?
- What do you do?
- Who are you with?



# BUSINESS CONNECTIONS

## LISTENING

听力练习

### SOME PRODUCTS

cellular (cell) phone  
chips and software  
oil  
televisions (TVs)/  
stereos  
tires

### What about your products and services?

你们能提供什么样的产品和服务？



1. Listen to people talk about their companies. Fill in the information.  
听听人们谈论他们的公司，将相关信息填入空白处

a. **Qualcomm**

Head Office \_\_\_\_\_

Products \_\_\_\_\_

b. **Michelin**



Head Office Clermont-Ferrand, France

Products \_\_\_\_\_

c. **Panasonic**

**Panasonic**

Head Office \_\_\_\_\_

Products \_\_\_\_\_

d. **Petroleos de Venezuela S.A. (PDVSA)**

Head Office \_\_\_\_\_

Products \_\_\_\_\_



2. Listen to the questions. Write the answers about your company.  
听一听所提出的问题，就你所在公司的情况写出问题的答案。

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_





## SPEAKING

## 口语练习

## Where's the head office? 总部在哪儿?

3. Speaker A, use this page. Speaker B, see the Activity File on page 87.

A使用本页, B参阅87页上的活动资料。

Speaker A, ask Speaker B for the information you need and fill in the chart. Answer Speaker B's questions.

A向B询问所需要的信息并填空, 然后回答B的问题。

**Example**

A: What does Colgate-Palmolive make?

B: It makes toothpaste and soap.

B: Where's Colgate-Palmolive's head office?

A: It's in New York City.

A: How many employees does it have?

B: It has 37,000 employees.



| Company           | Head Office                 | Products                   | Employees     |
|-------------------|-----------------------------|----------------------------|---------------|
| Colgate-Palmolive | New York City, USA          | <u>toothpaste and soap</u> | <u>37,000</u> |
| Samsung           | _____                       | electrical equipment       | 7,000         |
| Nokia             | Espoo, Finland              | _____                      | _____         |
| Pemex             | _____                       | petroleum (oil) products   | over 130,000  |
| Embraer           | Sao Jose dos Campos, Brazil | _____                      | 7,500         |
| NEC               | _____                       | computers                  | _____         |

**Conversation Strategies**

- Can you repeat that?
- How do you spell it?



## READING

阅读练习

### Greetings Around the World 世界各地的问候方式

1. Read the article. 阅读下面这篇文章。

## Culture Report

In international business, shaking hands is the usual greeting. But people shake hands in different ways. In France, hand-shakes are very quick, but in Brazil people take more time to shake hands. However, in both Brazil and France, it's customary to shake hands with people in a room when you arrive and leave. People do not shake hands

as often in North America.

When shaking hands in English-speaking countries, remember:

- Look at the person's eyes.
- Shake hands firmly (but not strongly).
- Shake hands for only 2 or 3 seconds.

Source: Dun & Bradstreet's Guide to Doing Business Around the World

Match the words and phrases with the photographs.  
将单词和词组与图片配对

- \_\_\_ Bow.
- \_\_\_ Shake hands.
- \_\_\_ Hug.
- \_\_\_ Give business cards.

a.



b.



c.



d.



## Talk About It

开口说

2. Discuss the questions. 讨论下面的问题。

- In what countries do people . . .  
bow?  
shake hands?  
give each other business cards?
- What other greetings do you know about?



## WRITING

## 写作练习

## Letters of Introduction 介绍信

## 3. Read this e-mail. 阅读这封电子邮件。

Basic Information

Cao Ying

Subject: Hua Chang Electronics

**From:** Cao Ying <cao.ying@huachang.com.tw>  
**To:** Jake Lyons <jake.lyons@star.com.uk>  
**Date:** October 17, 2001  
**Subject:** Hua Chang Electronics

greeting → Dear Mr. Lyons:

personal information → I'm Cao Ying, Sales Coordinator for Hua Chang Electronics. I talked with Scott Wilson from your department yesterday, and he suggested that I contact you.

company information → Hua Chang makes components for computer hardware. We have over 3,000 employees at our head office in Taipei. We also have two partner companies in Hong Kong with a total of 2,000 employees.

why you are writing → I'd like to discuss your company's needs for computer components with you. I'll call to arrange a time. I look forward to meeting you and telling you what Hua Chang can do for Star Industries.

closing → Sincerely,  
 Cao Ying  
 International Sales Coordinator  
 Hua Chang Electronics

Write an e-mail to someone you would like to do business with. Introduce yourself and tell him about your company.

给你想要与之做生意的人写封电子邮件，介绍一下自己和你所在的公司。

## NUMBERS 数字练习

4. Listen. On a piece of paper, write the numbers you hear. Then check your numbers with a partner. Say the numbers.  
 听磁带，将你听到的数字记在一张纸上，然后与你的同伴检查所记数字是否正确，并读出这些数字。
5. Listen. You will hear information about some companies. Write the numbers. Then check with a partner. Say the numbers.  
 听磁带，你将听到关于一些公司的信息，将其中的数字记录下来，然后与同伴核对答案，并读出这些数字。



## BUSINESS TALK

## GETTING STARTED



1. Harry Kraemer is the CEO of Baxter International. This is his daily schedule. Listen. Circle the words you hear.

亨利·克莱默是巴克斯特国际的首席执行官，这是他每天的日程安排，听磁带，并将你听到的词用圆圈圈起来。

When I'm in our head office, my schedule is (a) *always/usually* the same. I (b) *sometimes/often* go to the office early. But I (c) *hardly ever/never* stay in the office after 6 p.m. I (d) *sometimes/usually* go home and have dinner with my family. I (e) *often/always* do something with my children after dinner. At about 9 p.m., I (f) *usually/sometimes* go jogging. After that, I (g) *sometimes/almost always* listen to my voice mail and read e-mail.

Source: Forbes Global

2. What is your daily schedule? Complete the sentences. Use some of the words below.

你每天的日程是什么？从下面所给单词中选用一些完成句子。



## OBJECTIVES

目标

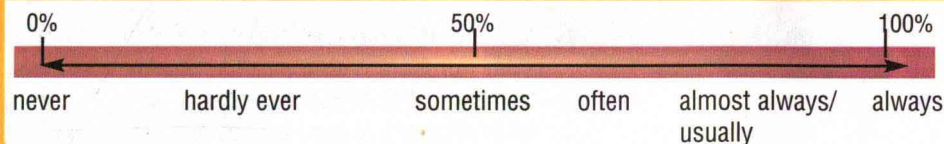
- To talk about weekly work schedules  
谈论每周的工作安排
- To ask about frequency of work activities  
询问工作的频度
- To write an e-mail about your manager's daily routines  
就你的经理的日常活动写一封邮件

go to the office  
have meetings

have lunch  
listen to voice mail

read e-mail  
leave work

have dinner



- a. In the morning, I \_\_\_\_\_.
- b. In the afternoon, I \_\_\_\_\_.
- c. In the evening, I \_\_\_\_\_.

3. Talk about your daily schedule with a partner. 就你每天的日程安排与一位同伴交谈。