



大学核心商务英语系列教材

College Core

Business English

Reading and Writing 1 Reference Book

大学核心商务英语 读写教程1辅导用书

总主编 王正元

主 编 颜晓川 白艳红



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前言

经过国内外十几所大学 60 余位中、外英语教师的共同努力，我们完成了这套《大学核心商务英语》系列教材的编写、录制、计算机程序设计和处理工作，现在这套教材就要出版了。教材编委会和每位参加工作的老师都如释重负，无比欣慰。为了这套教材，大家都付出了艰辛的劳动，洒下了辛勤的汗水。作为这套教材的总主编，我代表编委会深深地感谢参加这套教材编写、表演、录制、程序设计的所有工作人员；感谢对外经济贸易大学出版社领导和编辑们的大力支持和帮助；感谢给予我们帮助和指导的英语教育专家和朋友们。

1. **编写依据：**近些年来，由于我国国际商务迅速发展，国际经贸地位不断提高，我国已成为世界经济大国，对具有国际竞争力的复合型商务人才需求强劲。高校则出现了几乎是有外语专业必有商务英语的繁荣景象，对商务英语教材也提出了更高的要求。我们根据《高等学校英语专业英语教学大纲》，“大量需要的则是外语和其他相关学科，如外交、经贸、法律、新闻等结合的外语复合型人才，培养这种复合型外语专业人才是社会主义市场经济对外语专业提出的要求，也是时代的要求”的精神，编写了这套教材。

2. **编写理念：**我们本着服务于学生“求职、从业、生存、发展”，努力使这套教材满足市场经济对英语人才的需求；满足学生求职、就业、工作的需求；满足“商务知识”+“英语能力”培养核心竞争力的需求的编写理念编写了这套教材。

3. **教材构成：**本套系列教材包括：《大学核心商务英语读写教程》(1-4)、《大学核心商务英语读写教程辅导用书》(1-4)、《大学核心商务英语剧场——视听说教程》(1-4) (配有 CD-ROM 光盘)、《大学核心商务英语口译教程》及《大学核心商务英语写作教程》共十四本，并配有课件（下载网址：<http://www.uibep.com>）、机上自主学习平台立体化支持，音频、视频、机上练习，语言知识、自我学习评估、文本查阅在线搜索等。

4. **教材内容：**读写教程的文本内容围绕学生必须面对的商务语境，以求职、工作、生活为主线，循序进行编写和选材，如：Looking for a Job, A Day in Office, Team Spirit, Being a Salesman, Entertaining Clients, Cross-cultural Awareness, New Face of Marketing, Customer Service, Business Trip, Pricing and Payment, CEO, Tech-transfer 等，包括了商务贸易、市场、企管、金融、物流、电子商务、合作、人力资源、企业文化等主要商务知识和可体验的商务语境。视听说教程则带领学生进入 Job Interview, Office Work, Getting alone with Others, In the News, Pricing and Payment, Wedding Ceremony, Sales

Representative, Claim, Business News, Stock, Knowing Inflation 等商务及商务相关的语境,安排了突出商务交际听说可操作性的学生从业必须面对而又感兴趣的情景话题。

5. 自主练习: 本套视听说的 Listening Comprehension, Dictation Drills, Multiple Choices, 都可以在机上在线自主进行。点击 Final Scores, Correct Answers, Reset, Script, 就可以进行自我测评。程序化了的练习, 演练设计, 为学生提供了便捷的自主学习平台。Language Points 和 Text Notes 可以扫除每个单元的视、听、说障碍。

6. 编写团队: 本套《大学核心商务英语》系列教材由燕山大学王正元教授领衔总主编, 有来自对外经济贸易大学、北京外国语大学、东北大学、哈尔滨工程大学、东北财经大学、天津商业大学、辽宁大学、燕山大学等大学及英美外教共六十余位英语教师参加了编写工作, 凝聚了集体的智慧和力量。这套教材是合作的成果。编委会特别聘请了美国教师 Greg Hall, Jeff Engell, Mogan Matens, 英国教师 Jim Watts, Malcolm Warrick 参与了视听说文本写作、视频表演、音频录音, 使得本套教材版权无虞, 自主原创。

这套《大学核心商务英语》系列教材具有鲜明的专业个性突出, 内容时代性强, 具有在线自主学习功能, 自主原创的特点, 是当前大学商务英语教材建设的新成果, 凝聚了多位专家和数十位大学第一线英语教师的经验与智慧。但教材中一定还有很多不足, 欢迎提出批评和建议。我们愿意和大家一起, 筚路蓝缕, 以启山林, 推动大学商务英语建设。

总主编: 王正元
2010年10月

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Unit One

Looking for a Job

OBJECTIVES

In this unit the following will be provided:

- **about this unit**
- **background information**
- **detailed explanation of Text A**
- **detailed explanation of Text B**
- **detailed explanation of Text C**



About This Unit

Finding a job is the initial and the most important step to get into the business world. This unit will focus on the techniques on how to hunt for a job. Text A illustrates the major elements which deserve consideration when one is looking for a job. Text B tells four horror stories which contain some negative sides one may experience when looking for a job. Though unavoidable, the experience may also a positive factor for one when he is considering the next opportunity. Text C is the interview process of Shell Oil Company in which elements for the management to consider when recruiting new members.



Background Information

Job hunting, job seeking, or job searching is the act of looking for employment, due to unemployment or discontent with a current position. The immediate goal of job seeking is usually to obtain a job interview with an employer which may lead to getting hired. The job hunter or seeker typically first looks for job vacancies or employment opportunities. The following steps are usually involved in hunting a job:

1) Locating jobs

Common methods of job hunting are:

- Finding a job through a friend or an extended business network or a personal network
- Using a job search engine
- Looking through the classified advertisements in newspapers
- Using a private or public employment agency or recruiter
- Visiting a company's website for open jobs, typically in its applicant tracking system
- Cold calling or emailing the company to inquire about job vacancies
- Going to job fairs or career expos

2) Researching the employers

Many job seekers research the employers to which they are applying, and some employers see evidence of this as a positive sign of enthusiasm for the position or the company, or as a mark of thoroughness. Information collected might include open

positions, full name, locations, web site, business description, year established, revenues, number of employees, stock price if public, name of chief executive officer, major products or services, major competitors, and strengths and weaknesses. With all of the resources available on the Internet, expand the research to discover if the employer's operation is healthy and likely to continue to be prosperous. If an employer's financial situation is not good enough, new employees are often the first one out the door when a cut back occurs.

3) Applying for the job

After finding a desirable job, one would then apply for the job by responding to the advertisement. This may mean applying through a website, emailing or mailing in a hard copy of one's résumé or Curriculum Vitae to a prospective employer. It is generally recommended that résumés be brief, organized, concise, and targeted to the position being sought. With certain occupations, such as graphic design or writing, portfolios of a job seeker's previous work are essential and are evaluated as much, if not more than the person's résumé. In most other occupations, the résumé should focus on past accomplishments, expressed in terms as concretely as possible (e.g. number of people managed, amount of increased sales or improved customer satisfaction).

4) Job interview

Once an employer has received your résumé, they will make a list of potential employees to be interviewed based on the résumé and any other information contributed. During the interview process, interviewers generally look for persons who they believe will be best for the job and work environment. The interview may occur in several rounds until the interviewer is satisfied and offers the job to the applicant.

Text A

Finding the Best Jobs for Your Personality Type



一、课文主题和文体特征分析

本商务语篇为说明文。文章围绕找工作过程中要考虑到的重要因素展开，针对每一点都给出详细的解释和分析。在文章中作者大量使用提问的方式来引导读者思考，调动读者的积极性，能够主动地顺着作者的思路得到问题的解答。作者在文中多次使用“should”和“don’t”来表示应该采取的行为和应该避免的行为，增加了说理性。通过本文，读者对于找工作中的重要因素会有更加准确的把握，走好职场的第一步。



二、商务术语注释

career expos/人才市场 (Para. 8)

Career expos are simply trade shows that bring potential employers and employees together under one roof. Career expos serve two functions. The first is they give corporations a chance to blow their own horn and explain to potential employees why they are the industry leaders and, more importantly, why working for their company has advantages over selecting the competition company. The second function career expos serve is that they give people seeking to start, change or upgrade a career an opportunity to blow their horns and explain to the corporations exhibiting at the expo how they can benefit the corporation and what they can bring to the table. As you can see, there is a whole lot of horn blowing going on at career expos, but without question they are an excellent opportunity for both potential employers and potential employees to come together and seek mutually beneficial working relationships and opportunities.



三、重点词语和短语详解

- endeavor** /in'devə/ v. attempt by employing effort 尽力, 努力: To have the success tasted, you should persistently *endeavor* to chase your goal. 想要尝到成功的滋味, 就必须要不解地努力。// The company will *endeavor* to redress the grievance within one month from the date of receipt of the complaint. 公司将设法在收到投诉日起一个月内采取补救措施。

(补充词义) *n.* 努力, 尽力: We make every *endeavor* to satisfy our customers. 我们尽全力于让顾客满意。

2. **advantageous** /ædvən'teidʒəs/ *adj.* good or useful in a particular situation 有利的: I declare that justice is nothing else than that which is *advantageous* to the stronger. 我断言, 正义不外乎是对强者有利。// We are always in a position to quote you the most *advantageous* prices for higher quality merchandise. 我们始终能向贵方提供品质最佳的产品, 报价最为优惠。
3. **positive** /'pɒzətɪv/ *adj.* directed at dealing with something or producing a successful result 积极的; 建设性的; 朝着成功的: You need to have *positive* work attitude and are able to work diligently without supervision. 你应该有积极的工作态度, 能够在没有监督的情况下勤奋地工作。// A study shows that people with more *positive* emotional states were less likely to suffer or complain about symptoms of the cold than people with negative emotional states. 有研究表明情绪积极的人不像情绪消极的人在感冒时表现得那样痛苦, 抱怨也较少。
4. **capability** /keɪpə'biliti/ *n.* the ability or qualities necessary to do something 能力, 才能: One of the preconditions to explore the employee's *capability* is to assign each employee a proper post. 给员工分配合适的岗位, 是发挥员工才能的前提之一。// Many people think of P&G as simply a marketing company and are surprised by the enormous depth and breadth of its science *capability*. 许多人把宝洁公司仅仅看做一个销售公司, 所以对它在科技上拥有如此深邃和广泛的能力深为惊讶。
5. **assess** /ə'ses/ *v.* to calculate the amount or value of something 估算, 估定(数量、价值): Audit findings are used to *assess* the effectiveness of the quality management system and to identify opportunities for improvement. 审计结果用于评定质量管理体系的有效性和判定改进的机会。// A representative of the company will call on you to *assess* the damage. 公司的代表将前往贵处评估受损失的状况。
6. **determine** /dɪ'tɜːmɪn/ *v.* to make something happen in a particular way or be of a particular type 决定, 确定: You need to communicate with customers to *determine* the final product requirements. 你需要与顾客沟通, 确认最后产品要求。// Price does not determine fashion acceptance. 价格不会影响时装的推广。
7. **appealing** /ə'piːliŋ/ *adj.* attractive or interesting 有吸引力的; 有感染力的; 令人感兴趣的: Danish mortgage bonds seem *appealing* to investors. 丹麦的房产抵押贷款债券对投资者很有吸引力。// She always puts on special clothes to appear particularly *appealing* and attractive. 她总是为了引人注目而刻意打扮。

(拓展) *appeal v.*

1. to make a formal request to a court of law or to somebody in authority for a judgement or a decision to be changed 上诉; 申诉: He said he would appeal after being found guilty on four counts of murder. 法庭判决他犯有四项谋杀罪, 他表示要上诉。
2. to attract or interest somebody 有吸引力; 有感染力; 引起兴趣: The design has to

- appeal to all ages and social groups. 设计得要雅俗共赏, 老幼皆宜。
3. to make a serious and urgent request 呼吁; 吁请; 恳求: Organizers appealed to the crowd not to panic. 组织者呼吁人群不要惊慌。// Police have appealed for witnesses to come forward. 警方呼吁证人挺身而出。
8. **contemplate** /'kɒntempleɪt/ v. to think deeply about something for a long time 深思熟虑; 沉思: The consequences would be too ghastly to *contemplate*. 这件事的后果不堪设想。// My grandfather, a retired worker, often *contemplates* the past with a feeling of longing and respect. 我爷爷是个退休工人, 他经常陷入沉思, 很留恋地回想过去。
9. **ensure** /ɪn'ʃʊə/ v. to make sure that something happens or is definite 保证; 担保; 确保: The organization shall *ensure* that purchased product conforms to specified purchase requirements. 机构应确保采购的产品符合规定的采购要求。// Company chiefs must *ensure* the correctness of financial reports to show a company's current situation. 公司主管人员必须确保公司的财务报表正确无误, 且反映出公司的现况。
10. **compare... to**: examine and note the similarities or differences of two things 与……相比 (例句) Remember, don't *compare* your path *to* the people around you and focus on the disparity between their lessons and yours. 切莫拿你的人生道路和你周围的人的相比, 关键是对比你们之间不同的经验和教训。// Cultural life in the country cannot *compare to* that of a large city. 农村的文化生活不能与大城市的相比。注意: compare A with B 这个结构通常表示把 A 与 B 做比较; compare A to B 则既可以表示把 A 与 B 做比较, 也可以表示把 A 比作 B: compare New York with / to London 把纽约和伦敦作个比较; compare New York to a beehive 把纽约比作蜂巢。
11. **in charge**: be responsible for something 负责, 主管 (例句) I am *in charge* of overseeing the equipments of the company. 我负责监视公司的设备。// The first mate will be *in charge* when the captain is away. 船长不在时将由大副负责。
12. **as to**: concerning someone or something 至于, 关于 (例句) We quarreled over the question *as to* who invented compass. 我们在是谁发明了指南针的问题上, 意见不合。// His family did not accept his reasons *as to* why he dropped out of law school. 他的家人不接受他所说的放弃法学院的原因。
13. **cross off**: remove from a list 划掉, 勾销 (例句) *Cross off* the last sentence and put this in instead. 把最后那句划掉, 换上这一句。// Write in the number next to the item name, and *cross it off* your work list. 在品名的旁边写下那个数字, 然后从你的工作表上面把那一个项目划掉。
14. **rely on**: be dependent on, as for support or maintenance 依靠, 信赖 (例句) No matter how favourable the conditions are, we'll still *rely on* our own efforts. 即使条件再好, 也还要靠自己努力。// We mustn't *rely on* sheer enthusiasm and substitute our personal feelings for policy. 我们不能仅凭着热情而用感情去代替政策。

15. appeal to: be attractive to 对……产生吸引力

(例句) Any car that would *appeal to* these young customers had to have three main features: great styling, strong performance, and a low price. 能吸引这些年轻顾客的汽车主要得有三个特点: 款式佳、性能好、价格便宜。// While the book will be welcomed by scholars, it will make an immediate *appeal to* the general readers. 当这本书被学者欢迎的同时, 它将立即引起普通读者的兴趣。



四、课文难点注释

1. Comparing your personality to job choices just may lead you down the career track that suits you. (Para. 2)

[释义] If you compare your characters and identity with the jobs you want to choose, you will know what you want to take as your career.

[解析] comparing your personality to job choices 是现在分词短语做主语。may lead 是谓语。that suits you 是定语从句, 修饰先行词 track。Compare A to B 有两个含义: 1) 把 A 比作 B, 例: Life is compared to voyage. 人生好比航海。2) 把 A 与 B 作比较, 此时与 compare A with B 意思相同: compare New York to/with London 把纽约和伦敦作个比较。

2. You will consider what type of job you're looking for, and whether that career will lead you where you want to be five, ten and twenty years from now. (Para. 6)

[解析] 本句有两个并列的宾语从句 what type of job you're looking for 和 whether that career will lead you where you want to be。其中第一个宾语从句中又含有一个定语从句 you're looking for, 修饰 job。第二个宾语从句中包含了一个状语从句 where you want to be five, ten and twenty years from now。

3. You need to gain knowledge of how people react and work together in an environment other than school or home. (Para. 7)

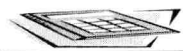
[释义] You should acquire knowledge about the reaction of people who are not your family members and who work outside the campus environment that you are familiar with.

[解析] 本句 how people react and work together in an environment other than school or home 是从句, 做介词 of 的宾语。宾语从句中 react 和 work 并列做从句的谓语。Other than 意为“除了”。例如: You can't get there other than by swimming. 除了游泳, 你没有别的办法到达那里。

4. Rely a little on your instincts here, whichever appeals to you the most is the one your personality may be most suited to. (Para. 10)

[释义] Here you have to depend on your heart's decision. The job that attracts you the most is the one that is the most suitable to your personality, no matter what job it is.

[解析] whichever appeals to you the most 是主语从句, the one 指代 the job。Your personality may be most suited to 是定语从句, 修饰 the one, 这里省略了关系代词。



五、课文参考译文

找到最适合你个性的好工作

R. L. 翰龙

事业与个性相符益处良多。当你在工作中获得乐趣，无论做什么都认真努力，勇往直前，自然能在事业上取得不错的成绩。而对你的雇主来说也获益匪浅，因为一个享受工作的人会给公司带来活力和热忱。

你对未来的事业方向还不确定？与仅仅找个就业机会相比，个性恰恰会把你引领到适合你发展的事业轨道上来。

为了找到最适合你的事业，你现在需要坐下来好好自省一下。回答下面的问题，找到适合的工作。

性格

什么是我的兴趣所在？我有何技能？是否能与他人愉快相处？是否喜欢被安排做事？是否能将事情处理得井井有条？是否喜欢担当责任？是否有良好的沟通技巧？是否愿意尝新？这些仅是你需要自问的几个问题。记住一定要如实作答，才能对你未来的事业选择有指导作用，无论你喜欢与人共事，还是独自做事。

兴趣与才能

现在你要把你喜欢做的事情、你的爱好或者能给你带来快乐的事情列个单子。才能既可以包括你的音乐才能、电脑技术、擅长电脑游戏、善于沟通、辩论甚至缝纫技术，也可以包括喜欢与人聊天、擅长卖东西甚至擅长各种体育运动。每个人都有特长。通过分析你擅长的和你喜欢的事，你能重新认识自己。

梦想

你需要以此畅想未来。你要考虑要寻找何种工作，以及五年、十年、二十年后，这个工作可以达到哪种高度。这个事业未来是否有发展空间？大声说出你的想法，努力工作，永远别说“永不”，你的梦想就会实现。所以要一直心怀远大理想。

工作经历

在离开校园前就获得一些工作经历非常重要。你可以了解到在社会环境下人们如何相处共事。你也需要学会如何和一些粗鲁的人、甚至可能让人无法忍受的人相处，从他们身上，你了解到什么是可以学的，什么是不能学的。

调查

下一步就是在你可以获得的不同工作机会中做个抉择了。你也许已经在当地参加过几场招聘会。无论是在阅读报纸还是浏览网络，把你感兴趣的工作记下，然后对它们详细调查，特别对培训、未来发展、薪金待遇等更要详细了解。

后续工作

如果你对清单上的某项工作有兴趣，做个标记，把不感兴趣的划掉。

对余下的几个选择，每一个都要好好考虑。设想自己工作五年后的样子，这里要靠一点直觉，哪一项工作最吸引你，可能就是最适合你个性的工作了。

太多人发现自己在工作中毫无乐趣。找到最适合你个性的那份工作，你一定不会成为他们中的一员。

Text B

Four Job Hunter Horror Stories



一、课文主题和文体特征分析

本商务语篇为记叙文。文章通过四个面试求职实例的描述，真实地再现了求职过程当中可能遇到的各种让人不愉快的事情。文章大量地使用直接引语，增加了叙述的真实感，使读者犹如身临其境，感同身受。通过实例来说明一定的道理是商务语篇中常用的手段。



二、商务术语注释

1. administrative assistant/行政助理 (Para. 2)

Administrative assistant is a broad job category that designates an individual who provides various kinds of administrative support to people and groups in business enterprises.

Administrative Assistants perform many basic functions in offices, including:

- Answering the telephone
- Sending out and receiving mail and packages
- Writing, editing, and preparing electronic documents (often using word processing, spreadsheet, and presentation computer software)
- Sending faxes
- Filing documents
- Data entry
- Research
- Ordering and receiving food deliveries

2. marketing rep/营销代表 (Para. 4)

Marketing reps or marketing representatives, also known as promotional representatives, or

promo reps, are people who are hired to promote a brand, product, or service. They are generally hired by event marketing agencies, staffing agencies, and companies choosing to promote their products, services, and brands through the use of live events, mobile tours, and guerrilla marketing instead of television, radio, and print advertising.

3. account executive/广告负责人, 客户主任 (Para. 4)

The job role account executive covers various descriptions depending on the specific industry.

In IT organizations, an account executives (AE) is a senior management role, responsible for executing large contracts. Control of the Profit & Loss is one of the main activities, together with customer alignment on a senior level. Usually an AE has one or more Account Managers in his staff, to cover the various towers a large contract is mainly build of. These Account Manager's directly or indirectly control the program and project managers performing the actual job. In an ideal situation, at the end of a contract life cycle, the AE and part of the staff will be involved in new contract negotiations. This could be for the same account or for a new customer. Once the contract is signed, the AE and staff will be directly up to speed. However, practice shows this situation will only be achieved one out of five times on average.

In the advertising industry, account executives are typically responsible for client servicing and client acquisition. The AE serves as the direct link between the advertising agency and the existing client, managing day-to-day affairs and ensuring customer satisfaction. The word "executive" in this instance means to "execute"—that is he is mostly responsible for more practical parts of the advertising jobs (i.e. media placement, distributions, contract negotiation, etc). The AE is also tasked with bringing more clients into the agency to increase revenue. He will typically have 1-2 assistants and answer to the respective account supervisor and/or to the client service director/account director. This depends on the country and on the account he is working for. In Spain for example, an account executive could probably develop very important campaigns on his own.

4. CV/简历 (Para. 6)

CV, or Curriculum Vitae is a latin expression which can be loosely translated as [the] course of [my] life. A curriculum vitae (also spelled curriculum vitæ) provides an overview of a person's life and qualifications. In some countries, a CV is typically the first item that a potential employer encounters regarding the job seeker and is typically used to screen applicants, often followed by an interview, when seeking employment.



三、重点词语和短语详解

1. **scary** /'skeəri/ *adj.* frightening 恐怖的, 吓人的: Many young people queue up to ride very fast and *scary* roller coasters, screaming but enjoying themselves. 有很多年轻人乐意花时