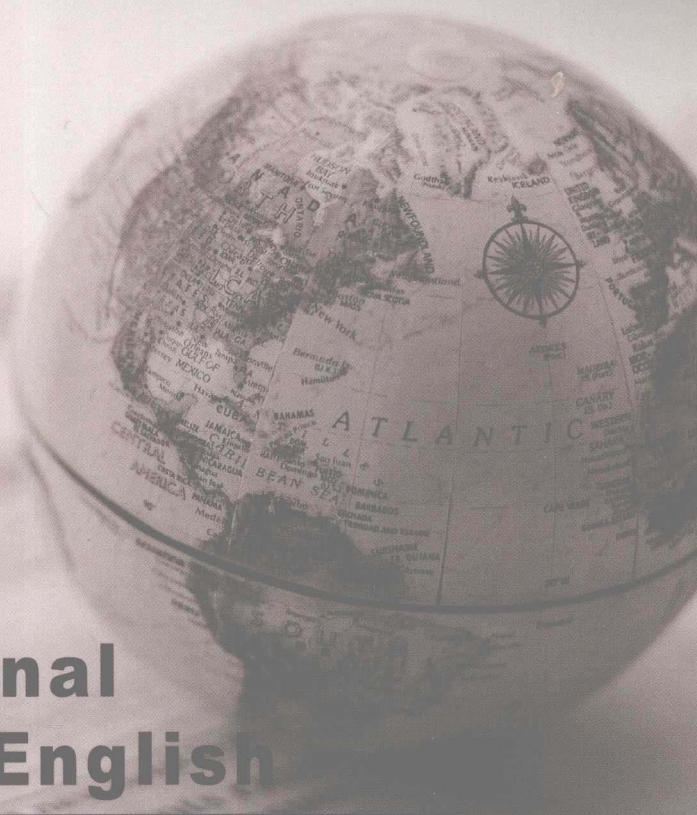




复旦卓越·国际商务与管理系列教材

编委会主任 / 姚大伟



International Business English

国际商务英语

■ 周维家 葛萍 主编



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总 序

三十年的改革开放已经使中国成为经济全球化的受益者,中国已成为对外贸易增长最快的国家之一。自 2002 年以来,我国的对外贸易连续七年保持两成以上的高速增长态势。2008 年外贸额达到 25 616 亿美元,居全球第三位。据世界银行预测:到 2020 年,中国有望成为居美国之后的世界第二大贸易国,并带动世界贸易的增长。对外贸易的快速发展必然对国际商务人才产生巨大的需求。

高等职业教育体系中的国际商务专业教学,是使该专业的学生能够在外经贸企业、外资企业、外贸管理等部门从事外贸销售、外贸制单、外贸跟单、进出口货物报关、报检、涉外商务代理、货运代理、船务代理、涉外商务谈判、咨询、商务文秘和其他涉外商贸服务和管理工作。在知识结构、能力结构等方面,要求掌握基本的贸易政策、法规和国际惯例,能够具体运作国际商务中各个业务环节,并具有扎实的外语基础和应用能力。由于国际商务专业具有明显的技能型特点,因此,在教学内容与手段上强调应用性和实践性。

应用型本科和高职高专院校的国际商务专业教学应以就业为导向,以培养高技能人才为目标,满足社会发展和经济建设的需要。在以就业为导向方面,目前我国已由相关部门推出了外销员、国际商务师,以及报关员、单证员、跟单员、货运代理、报检员等职业从(执)业考试制度。明确的职业准入制度以及职位岗位能力要求,使得国际商务专业的教学有了与就业需求对接的“接口”,可以缩短学生毕业以后的职业“磨合”期。

为了适应国际商务专业教学教改以及就业需求导向的要求,我们在复旦大学出版社的组织下编写了“复旦卓越·国际商务与管理系列教材”——应用型本科和高职高专国际商务应用系列教材丛书。本套教材完全适合国际商务专业核心骨干课程的需要,同时兼顾了外销员、报关员、单证员、跟单员、货运代理、报检员等职业考试的要求,既可作

为广大应用型本科院校、高职高专院校学生的教材,还可供从事外贸业务的人员用作专业培训的参考用书,对参加有关职业考试的人员也有裨益。

本系列教材的编写力求做到:

- (1) 以能力为本位,强调对学生应用能力的培养;
- (2) 注重技能的训练,在基本原理的基础上,将技能实训引进来,让学生通过实训学会解决问题;
- (3) 注重启发性,各章开头提供有本章学习要点、开篇案例等,让学生带着问题学习;
- (4) 具有综合性,将案例分析、小资料等与教材内容有机地结合,以开阔视野,锻炼学生把握复杂业务的技能;
- (5) 具有可操作性,在教材的各章之后附有一定量的思考题供学生消化,主要教材附有习题集或实训指导;
- (6) 与职业相衔接,在内容和练习等方面紧扣相关的考试要求;
- (7) 注重对新知识的介绍,国际贸易环境处在不断的变化之中,本教材尽可能地将这些新知识、新方式、新手段介绍进来,以提高学生的适应力。

参与本套教材编写的人员,来自我国的天南地北,既有应用型本科院校也有高职高专院校,既有第一线的专业教师也有外贸从业人员,既有公办高等院校也有民办高等院校。经过集体反复讨论、修改、征求意见,最终确定了本套教材的出版计划和教材结构、特色,以及内容和体例。希望本套系列教材的付梓能够在国际商务专业的教学教改中发挥出重要的作用。

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姚大伟
2009年2月于上海

前 言

随着全球经济一体化的不断深入和我国的参与度、融入度的加深、加快,我国在分享世界经济和贸易发展所带来的机遇的同时,也面临着诸多更为复杂的挑战。为尽快从世界贸易大国转变成贸易强国,更好地应对来自各个方面的挑战,我国急需一大批不同层次、懂得国际商务规则、能熟练使用国际通行的交流方式和方法进行对外交流的双语人才。

《国际商务英语》是为适应这一需求而编写的复合型英语教材,其融英语语言知识及技能和国际商务知识及技能于一体,主要适用于实践型本科和高职高专课堂教学,同时又可用作在职人员英语培训教材,也适合具有相应英语程度者自学或作为课外阅读材料使用。在本教材编写过程中,我们力求将语言技能的培养和专业知识的学习有机地结合起来,从题材到形式尽量满足适用性和应用性的要求,以提高学生的商务英语交际能力。

本教材共分十个单元,主要内容有:初次见面介绍及问候、工作面试、电话交流、宴请娱乐活动、公司介绍、市场营销、产品介绍、定价、零售和批发业务及广告宣传。每单元由“听说”、“课文”和“练习”三部分组成。“听说”部分的内容较贴近生活,易于学生理解、交流,并与单元主题内容相符。听力练习的形式有多项选择、缺格填空、回答问题、判断对错等;口语练习的形式有双人讨论、小组讨论等互动练习,以激发学生对本单元的学习兴趣。为了便于教学和自学,我们对词汇和一些知识难点和要点作了较为详细的介绍,每课课文后面还附有大量练习,以供选用。此外,我们在书的最后编写了总词汇表、各课练习答案及听力原文,方便读者自学和查阅。本书附光盘一张,内含“听说”部分的听力录音。

本书能够最终付梓出版离不开复旦大学出版社的编辑、校对、排版、美编等工作人员的辛勤工作。该书能够顺利出版亦离不开“复旦卓越·国际商务与管理系列教材”丛书编委会的指导和支持,在此表示诚挚的谢意。本书由葛萍(1—5单元)、周维家(6—10单元)担任主编,负责总体框架设计及对全书的统稿。

由于编者水平和经验有限,本书不足之处在所难免,恳请专家和读者批评指正。

编者

2010年6月

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内 容 提 要

《国际商务英语》融英语语言知识及技能和国际商务知识及技能于一体，力求将语言技能的培养和专业知识的学习有机地结合起来，从题材到形式尽量满足适用性和应用性的要求，以提高学生的商务英语交际能力。

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本教材主要适用于实践型本科和高职高专课堂教学，同时又可用作在职人员英语培训教材，也适合具有相应英语程度者自学或作为课外阅读材料使用。

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Unit One

Introduction and Greeting

When you meet a friend or an acquaintance or someone you know, you will greet each other. And when meeting new people it is always polite to make introductions. There are different ways to greet people and to make introductions.

Part One Listening & Speaking

Vocabulary

acquaintance /ə'kwetəns/ n.	熟人
conference /'kɒnfərəns/ n.	会议
headquarter /,hed'kwɔ:tə(r)/ n.	总部
feedback /'fi:dbæk/ n.	反馈
accountant /ə'kaʊntənt/ n.	会计
cashier /kæ'ʃiə(r)/ n.	出纳

I. Listening Tasks

Exercise A

Directions: Listen to the disk and select the most suitable phrase or sentence from A-I to complete the dialogues.

- A. By the way
 - B. who is here to look at our research programme
 - C. Chief Designer for Great Wall Toys
 - D. We're very pleased that you could come today.
 - E. from Beijing Technical Institute
 - F. Are you going to give a talk at the conference?
 - G. And I'm very pleased to be here.
 - H. I've heard a lot about your research.
 - I. He's our Chief Technical Officer.

1. At the headquarters of the British Company

Arthur: Jeff, I'd like you to meet Ella (1) _____. She's the R&D Manager of our new Hong Kong Subsidiary. Ella, this is Jeff King. (2) _____. He'll answer all of your questions.

Jeff: Hello, pleased to meet you.

Ella: How do you do? (3) _____.

2. At the meeting

Mike: It's difficult to find a seat, isn't it?

Olga: Yes. It's a very popular lecture.

Mike: (4) _____, my name is Mike Collins, Denton Engineering.

Olga: I'm Olga — Olga Zhang (5) _____.

Mike: Hi, Olga, nice to meet you. (6) _____?

Olga: No. I just have to write a report for my institute.

3. A Chinese designer is visiting an Australian company.

Peter: Now, may I introduce you to Bill Wells, our Sales Manager? Bill, this is Li Fang, (7) _____. She has a lot of ideas to discuss with us.

Bill: How do you do, Ms. Li?

Li: How do you do?

Bill: (8) _____. Great Wall Toys is one of our most important suppliers, and we've heard a lot about your design team.

Li: (9) _____. Feedback from customers is very important to us.

Exercise B

Directions: Listen to the disk and complete the following short dialogues with what you have heard.

Dialogue 1

A: Hello, (1) _____ myself. My name's John.

B: (2) _____ to meet you.

Dialogue 2

A: Peter, (3) _____ me to the _____?

B: (4) _____, come and meet her.

Dialogue 3

A: Susan, could you introduce me to (5) _____?

B: Of course, John. Philip, (6) _____, our new Computer Manager.

C: Nice to meet you, John. (7) _____.

Dialogue 4

A: (8) _____. Maxine, this is Francis.

B: (9) _____, Francis. Are you an old friend of Tony's?

C: Oh yes, Tony and I have known each other for years, haven't we?

A: (10) _____.

Dialogue 5

A: Mary, this is Joe, (11) _____.

B: I'm very pleased to meet you.

C: (12) _____.

B: How (13) _____ so far?

C: It's really different from (14) _____.

B: Don't worry. (15) _____ in no time.

II. Speaking Tasks

Exercise A

Directions: Listen to the dialogues and then repeat them. Practise the dialogues with your partner, playing the role of A or B. Then work with your partner to create your own dialogues by replacing the underlined parts with your own words.

Dialogue 1

A: Hello. My name is Kalven, the assistant to Sales Service Department.

B: Hi, Kalven. Pleased to meet you. My name is Pierce.

A: Sorry. I didn't catch your name.

B: Oh, my name is Pierce.

A: Would you mind spelling it?

B: Not at all. It's P-i-e-r-c-e.

A: Thanks. Nice to meet you, Pierce.

Dialogue 2

A: Welcome to our board!

B: Thank you. I'm delighted to work here. Shall I meet my colleagues?

A: Sure. Come with me. Mary, I would like you to meet our new co-worker, Jerry.
He's just graduated from Guangzhou University.

C: Nice to meet you.

B: I am new to the working world. Your guidance will be appreciated.

C: Well, I will try my best to assist, if you need any help.

B: Great!

A: As the other guys are still not in. I will introduce you to them later.

B: Ok.

Dialogue 3

A: Ben, this is Angelina, your new colleague.

B: Hi, Angelina. Welcome to our board!

C: I'm happy to work with you.

B: Me, too.

A: Ok, now let's continue the tour and the introductions. Let's go to the second floor. We can take the elevator over there. It'll be faster. This is Edward, our accountant; and Paul, our cashier; and Meg, my secretary. This is Angelina, our new employee.

Chorus: Welcome to our group.

C: It's good to be here.

Exercise B

Directions: *The sentences below are answers to the questions a host might ask. Work with your partner to give the questions according to the answers, using the question types in the box.*

How long ...?	Is this ...?	How will ...?
Where is ...?	How was ...?	

1. _____?
No it isn't. I came here three years ago on holiday with my husband.
2. _____?
I've been working in your company for about half a year.
3. _____?
It's in the center of the city. It takes about 30 minutes from here by bus.
4. _____?
We'll drive to the office. My car is just outside.
5. _____?
Not too bad. I managed to sleep on the plane for a few hours.

Part Two Text**Introduction and Greeting in Business****How to introduce**

There are two kinds of introductions: self-introductions and three-party introductions. When do you introduce yourself? You should introduce yourself when you recognize someone and he or she doesn't recognize you, whenever you are seated next to someone you don't know, when the introducer doesn't remember your name and when you meet a friend of your friend. Extend your hand, offer your first and last names and share something about yourself or the event you are attending.

Tip: In a self-introduction, never give yourself an honorific such as Mr. , Ms. , Dr. , etc. In a three-person introduction, your role is to introduce two people to each other. In a business or business/social situation, one must take into consideration the rank of the people involved in order to show appropriate deference. Simply say first the name of the person who should be shown the greatest respect. Senior employees outrank junior employees, customers or clients outrank every employee (even the

CEO), and officials (Mayor, Senator, etc.) outrank non-officials. Begin with the superior's name, add the introduction phrase, say the other person's name and add some information about the second person. Then reverse the introduction by saying the second name, followed by the introduction phrase and the superior's name and information. When a three-party introduction is done correctly, the two people being introduced should be able to start some small talk based upon what you shared about each of them. Introductions should match, so if you know the first and last names of both people, say both. If you know only the first name of one person, say only the first names of both. If you add an honorific for one person, the other should also have one.

How to greet

When you are introduced to friends, you should greet them with "How do you do?" while shaking hands with them for a few seconds. The next thing is, perhaps, the presenting of a business card, which is also called a name card. You should accept the card with a smile and a quick browse, and at the same time, offer yours.

Nowadays, business cards have become more and more popular in an introduction. They contain not only the bearer's name, profession and title, but also the address, telephone number, postal code, e-mail address and some other useful information and personal data. To a foreign friend, we should remember to present a card either with an English version or written in English, because most English speakers don't have competence in reading Chinese. In most cases, a Chinese name is hard to pronounce for foreign friends. So you should make it as simple as possible in the introduction. Probably, you may give them your family name correctly. After this short greeting ritual, most people expect to move on quickly to the business. So you can shift to the business topic naturally.

New Words & Expressions

honorific /ˌɒnəˈrɪfɪk/ *n.*

an expression or title that is used to show respect for the person you are speaking to 敬语, 尊称

take into consideration

to remember to think about something important when you are making a decision or judgment 考虑到