

即学即用系列教材

外贸英语即学即用

English For International Trade

李欣 陈晓颖 刘玮 编著



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出版说明

随着全球化的日益加剧,英语作为一种世界性语言在各行各业中也愈加受到重视。为满足人们在实际工作中应用英语之需,提高其在各自专业领域中的英语表达能力,对外经济贸易大学出版社推出了此套实用性强、上手快的英语口语“即学即用系列教材”,为广大学生了解各领域的实用英语提供窗口,也便于有需要的社会人士参考自学。

本套丛书有别于目前市场上种类繁多的商务英语书籍之处在于,它并不以文学、语言学或阅读、写作技巧为主要关注点。其指导思想是:以日常生活中经常遇到的场景为素材,用实际对话学习的方法将它们有机地编撰成有鲜明特色的教材,可适合各类不同的读者达到各自不同的目的。

本系列教材的作者均为重点本科大学中商务英语的学科带头人和一线优秀教师,有着丰富的教学 and 实践经验,为本套教材的编写质量提供了有力的保证。本套教材的具体书目包括《银行英语即学即用》、《酒店英语即学即用》、《旅游英语即学即用》、《外贸英语即学即用》、《商务谈判英语即学即用》等,充分体现了当今英语实用口语的发展方向和水平。

本系列教材以方便读者使用为原则,每本书按单元安排结构,各单元由实用情景对话 3-4 篇(Dialogues)、精选实用句子(Selected sentences)、新词解析(New words and expressions)、课文中文译文(Translation)和练习(Exercises)组成,练习答案附在全书最后。

值得注意的是,本系列教材不是封闭的,它随着时间的推移和读者需求的变化,将不断扩大覆盖面,推出新的教材,为广大读者提供更好的服务。

同时,本套教材均随书配有 MP3 光盘等立体化教学资源,供广大读者参考。

最后,希望广大读者对使用本套丛书过程中所发现的不足与问题给予指正。

对外经济贸易大学出版社外语图书事业部

2011 年 10 月

前 言

随着中国入世，众多的外国企业将在中国寻求发展的机会，而中国的企业迎来了走向世界的机遇，商业外贸领域获得了长足的发展。在这种环境下，中外企业之间的相互沟通和交流成为了彼此合作的重要条件。据调查，从目前我国的外贸出口量估计，未来五年内具有外贸出口权的公司将在现有的基础上再增加 18 万家，到那时我国将有 36 万家以上的具有进出口权的公司。根据我国现有的具有进出口权的公司所拥有的人才的平均比例算，我国至少还需要 180 万的外贸人才为企业服务，而其中对商务英语人才的需求占的比重相当大。据预测，在未来 10 年里，英语类人才尤其是商务英语专业的人才仍将是最受欢迎的 10 类热门的人才之一。

对外经济的迅速发展，在给我们带来了机遇的同时，带来了挑战。有关资料预测：我国入世后，对我国冲击最大的不是汽车业，也不是制造业，而是教育。而且国家中长期教育改革和发展规划纲要（2010-2020 年）也明确指出，我国创新型、实用型、复合型人才紧缺。而商务英语人才正属此类紧缺人才。

截止到 2011 年，教育部已经批准 32 所高校试办商务英语新专业。按照每所高校每年培养 100 名商英专业学生计算，全国每年也只能输送 3 000 多名毕业生。面对外语外贸人才的巨大缺口，仅靠学校力量是远远不够的，必须举全社会之力培养具有扎实英语语言功底、熟练掌握语言技能和交际能力，又通晓国际经贸知识和规范的商务英语人才。不论教育还是人才培养都要以优秀的教材为依托，而国内外旨在提高学习者口语技能并辅之以国际商务知识的教材也层出不穷。与这些教材相比，本书具有下列鲜明特色：

1. 博采众长，与时俱进：本书参考了国内畅销的中外作者编著的相关教材，*The Economist*、*The Mckinsey Quarterly*、*Harvard Business Review*、*The New York Times*、*The Wall Street Journal*、*Financial Times* 等世界著名杂志报纸以及中外相关网站的有关内容，吸收各种媒介的有效养分，改编成对话的形式，力求将原汁原味的语言表达与全面时新的商务知识有机结合。众所周知，商务世界是动态发展、瞬息万变的。因此，在内容上，我们又增加了中国与美国、欧盟等西方大国的贸易战，人民币汇率问题、轮胎特保案以及对联想、奇瑞和中化集团等国内知名企业高管的访谈等内容，与时代发展保持同步。

2. 内容全面, 适用性广: 全书包括 27 个单元, 四个模块, 分别是员工发展、公司运作、外贸实务和新闻聚焦, 基本涵盖了商务界的各个领域。既能满足职场人士自如应对日常交流之需, 又能帮助商务英语业余学习爱好者获得语言素材、提高口语表达能力并积累商务知识, 同时商务英语专业本科生低年级阶段也可用于课堂商务英语口语操练, 巩固所学商务知识、拓宽视野, 适用性非常广泛。

3. 由易到难, 循序渐进: 本书前面的单元的篇幅较短, 语言表达难度比较低, 随着学习者学习的深入, 每个单元的内容从篇幅到难度都有所增加, 体现英语学习渐进式、循环性的规律和特点, 有利于学习者满怀信心地完成全书的学习和消化吸收。

4. 语言洗练, 即学即用: 编者精益求精, 反复修改, 力求语言风格洗练、地道、精准, 使学习者容易上口。同时每个单元中的几个对话分别从不同视角切入同一个话题, 给学习者提供不同的场景, 利于学习者学以致用、举一反三。

参与本书编写的三名教师长期工作在教学第一线, 都有近十年的英语教学经验, 而且还具备国企、外企实习工作的经历, 既掌握英语教学规律又洞悉职场发展需要和态势。本书也是她们长期教学、工作的经验凝结。同时, 我院三名本科生李玫瑛、宋晗、李莹对本书内容给予了有效反馈, 而且对于个别单元的编写也有一定贡献, 在此一并感谢。

由于作者才疏学浅, 书中难免有不尽如人意之处, 恳请外语界同行不吝赐教, 批评斧正。

编者于北京

2012. 4

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Module One

Staff Development

Unit 1

Job Interview

Dialogues

1. Interviewer: Good morning. I'm Lydia Shen, the manager of the company. What's your name please?
- Applicant: How do you do, Miss Shen. My name is Penny Zhao. And I'm coming for your advertisement for the sales manager.
- Interviewer: How do you do, Penny? Well, for this job, we need people to work hard. Do you think you're suitable for this kind of job?
- Applicant: Oh, yes, I think so.
- Interviewer: Ok. Please talk something about yourself or introduce yourself.
- Applicant: I was born, raised and educated here in Hong Kong, I graduated from Method College in 2004. Then I went to Chinese University and studied in the Department of commerce and I will graduate this summer.
- Interviewer: Why did you choose this corporation?
- Applicant: Well, I think working in this company would give me the best chance to use what I've learned in the university. I saw your advertisement and I believe I will be able to develop my capabilities here, if hired. That's why I applied to you. ♣
2. Interviewer: How many languages can you speak?
- Applicant: Three. Besides Chinese, my mother tongue, I can also speak English and French.

Interviewer: Employees in this company have to have a good command of English. Do you think you're proficient in both written and spoken English?

Applicant: Yes, I think I'm quite proficient in both written and spoken English.

Interviewer: What's about your French?

Applicant: I attended an evening class for French for one year after my graduation so I can manage to speak and understand daily French. But that's all about it.

Interviewer: What certificates of technical qualifications have you received?

Applicant: I've received an Export Sales Staff's Qualification Certificate.

Interviewer: Can you drive?

Applicant: Yes, I have a driver's license. I have been driving cars for 5 years so I'm an experienced driver.

3. Interviewer: What kind of personality do you think you have?

Applicant: I'm inclined to think independently. And, frankly speaking, I have an inquiring mind. Besides, I'm a cooperative worker and I'm always conscientious and responsible in doing things.

Interviewer: What attitude do you take towards life?

Applicant: Time is money and efficiency is life. That is the motto I live by in my life. Whatever I do, I always seize the hour and attach importance to efficiency. So we mustn't put off till tomorrow what can be done today.

Interviewer: How would you describe your ideal job?

Applicant: I think the job should make use of the professional experience I have obtained, and offer me opportunity for advancement.

Interviewer: Why do you think you might like to work for our company?

Applicant: I feel my background and experience are a good fit for this position and I am very interested. What's more, your company is outstanding in this field.

Interviewer: What makes you think you would be a success in this position?

Applicant: My graduate school training combined with my experience as an intern should qualify me for this particular job. I am sure I will be successful.

Interviewer: How do you know about this company?

Applicant: Your company is very reputed in this city; I heard much praise to your company.

4. Interviewer: Why do you want to apply for a position in our company? Don't you like the present job?
- Applicant: I like the job and it is similar to the position I am applying for in your company, but the salary of my present job is too low, so I decided to leave.
- Interviewer: Is that the only reason why you are leaving?
- Applicant: No, another reason is that your operations are global, so I feel I can gain the most from working in this kind of environment.
- Interviewer: If you are hired, when will it be convenient for you to begin to work?
- Applicant: If you like, tomorrow is OK.



Selected sentences

1. I'm coming for your advertisement for the sales manager.
我是来应聘销售经理的。
2. I saw your advertisement and I believe I will be able to develop my capabilities here, if hired.
我看到了贵公司的广告, 感觉可以在贵公司发挥自己的才能, 当然了, 如果能被雇用的话。
3. I think I'm quite proficient in both written and spoken English.
我能熟练地掌握英语口语和书面语。
4. What certificates of technical qualifications have you received?
您获得过哪些技术资格证书?
5. I'm a cooperative worker and I'm always conscientious and responsible in doing things.
我是个有团队精神的人, 对自己的工作会尽职尽责。
6. I think the job should make use of the professional experience I have obtained, and offer me opportunity for advancement.
我认为应该能发挥我掌握的专业知识, 而且能为我提供升职的机会。
7. My graduate school training combined with my experience as an intern should qualify me for this particular job.
我在研究所所受的训练, 加上实习工作经验, 应该使我适合做这份工作。
8. Your company is very reputed in this city.
贵公司在本市很有名。

9. If you are hired, when will it be convenient for you to begin to work?

如果你被录用, 什么时候方便来本公司上班呢?

New words and expressions

develop one's capabilities 发挥才能

be proficient in sth. 精通某事

conscientious and responsible 尽职尽责

opportunity for advancement 晋升的机会

have a good command of English 熟练掌握

握英语

reputed 有声望的

mother tongue 母语

an inquiring mind 喜欢追根究底

attach importance to efficiency 重视效率

intern 实习

certificates of technical qualifications 技

术资格证书



Translation

对话 1

面试官: 早上好。我是 Lydia Shen, 这个公司的经理。你叫什么名字?

应聘者: 你好, 沈小姐。我叫 Penny。我是来应聘销售经理的。

面试官: 你好, Penny。对于这个工作, 我们需要刻苦能干的人, 你觉得你能适应这样的工作吗?

应聘者: 嗯, 我想我能。

面试官: 好吧。那就说说你的情况吧, 或者介绍一下自己。

应聘者: 我生在香港, 长在香港, 读书也在香港。我在 1984 年毕业于求法书院, 后来上中文大学商学系, 今年夏天毕业。

面试官: 你怎么会选择我们公司?

应聘者: 我认为在贵公司的工作将给我最好的机会, 让我把在学校学到的知识学以致用。我看到了贵公司的广告, 感觉可以在贵公司发挥自己的才能, 当然了, 如果能被雇用的话。所以我就申请了。

对话 2

面试官：请问您，您会几种语言？

应聘者：三种。除了汉语，我的母语外，我还会说英语和法语。

面试官：我们公司的员工都得熟练掌握英语，你认为你能熟练使用英语口语和书面语吗？

应聘者：我能熟练地掌握英语口语和书面语。

面试官：你的法语怎么样？

应聘者：毕业后，我利用业余时间学习了一年的法语，所以我能听懂表达一些日常的法语。不过仅此而已。

面试官：您获得过哪些技术资格证书？

应聘者：我获得过出口销售业务人员资质证书。

面试官：您会开车吗？

应聘者：我有驾照，而且已经有五年的驾龄。我算得上是老司机了。

对话 3

面试官：您认为自己的个性如何？

应聘者：我善于独立思考。坦率讲，我喜欢追根究底。同时我也是个有团队精神的人，对自己的工作会尽职尽责。

面试官：您的人生的态度如何？

应聘者：我认为时间就是金钱，效率就是生命。这是我的人生格言。不论我做什么，我都十分珍视时间，重视效率。所以我做事绝不会拖拉。

面试官：你理想的工作是怎样的？

应聘者：我认为应该能发挥我掌握的专业知识，而且能为我提供升职的机会。

面试官：那你为什么认为你会喜欢在我们公司工作呢？

应聘者：我认为我的背景和经验非常适合这个工作，而且我对这个工作也非常感兴趣，况且贵公司又是这个领域的佼佼者。

面试官：你怎么知道能胜任这份工作呢？

应聘者：我在研究所所受的训练，加上实习工作经验，应该使我适合做这份工作。我相信我会成功的。

面试官：你是如何知道本公司的？

应聘者：贵公司在本市很有名，我听到很多对贵公司的好评。

对话 4

面试官：为什么你要应聘我们公司这个职位，你不喜欢你目前这个工作吗？

应聘者：我喜欢目前这个工作，而且它和我在贵公司应聘的这个职位很相似，但是我目前这份工作的薪水太低，所以我想离开。

面试官：这是你想离职的唯一原因吗？

应聘者：不，另一个原因是你们公司的运作是全球化的，我觉得在这样一个环境中工作会收获最多。

面试官：如果你被录用，什么时候方便来本公司上班呢？

应聘者：如果你愿意，明天就可以。



Exercises

A. 英译汉

1. In your current or last position, what are or were your five most significant accomplishments?
2. What qualifications do you have that make you feel you will be successful in your field?
3. I need about two to three weeks for necessary formalities.
4. You will be hearing from us very soon. Please send the next applicant in on your way out.
5. A person with ability plus flexibility should apply.

B. 汉译英

1. 我是一个上进心强的人，为人可靠，并且身体健康、性格开朗。
2. 我们已收到你的信和简历表，我想和你谈谈关于应聘的事。
3. 办公室各种工作我都能做，希望你能给我一个工作机会。
4. 行政管理在千行百业中占重要地位，我认为无论做哪一行它都会对我有用。
5. 你已经被录用了，请你在四月一日早晨八点钟到人事部报到。

Unit 2

Salary Negotiation

Dialogues

1. Interviewer: What is your salary at present?

Applicant: My present pay is RMB100 000 per year.

Interviewer: What are your salary expectations now?

Applicant: I like to be paid more than that. Hopefully, RMB120 000 per year, plus one percent commission on all sales.

Interviewer: That's a little more than we had planned.

Applicant: I think you'll find I'm worth that.

Interviewer: I can only offer you RMB110 000 a year. Raises will be given after a three-month probation according to your performance. Is that satisfactory?

Applicant: If I can be sure that there will be a good chance to advance in this company, I don't think salary is a problem.

2. Interviewer: What's your expected salary?

Applicant: I would expect the standard rate of pay at your company for a person with my experience and educational background.

Interviewer: How do you feel about an annual salary of RMB100 000 plus bonus? We have all the fringe benefits, too, such as health insurance, bonus, paid vacation.

Applicant: That's a little less than I expected. But to me, the most important thing is the job and the people I will work with. Moreover, I am sure I will get a raise quickly depending on my background and experience.