

Business English Course Book



英语时文 读写译

贾洪雅 周红红 李凌飞 主编



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英语时文读写译

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内 容 简 介

本书是专为 MBA 硕士生编写的英语教程。全书共 10 个单元, 选题材广泛、内容新颖丰富的时文, 涉及现代商务和企业管理, 包括商务沟通、国际营销、商务关系、电子商务、团队建设、融资、客户服务、危机管理、管理风格、企业兼并与收购等主题。每个单元围绕主题进行相关的语言和技能的学习, 练习形式多样, 富于启发性, 可培养读者独立思考、熟练地用英语进行商务案例分析和商务专题讨论, 并圆满地完成商务沟通活动的的能力。每个单元通过讨论与学习者相关的话题导入教学, 然后是相关商务词汇、听力、阅读和商务技能的学习, 中间穿插形式多样的任务活动, 最后在充分学习、掌握相关内容和技能的基础上, 通过英汉互译的实践案例学习和商务写作练习, 提高学生的语言运用能力和实践型交际能力。

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前言

随着全球经济一体化进程不断发展,中国和世界的距离正在迅速缩小,我国的商务和贸易领域面临着越来越多的机遇和挑战。在日常商务活动和经济合作中,商务英语与商务沟通的重要性日益明显。

为人处世离不开沟通,经商创业更离不开沟通。与人交往是一切社会活动和商务活动的基础。现代商务活动复杂多变,使沟通和分享信息成为现代商人能否成功的关键因素。而且,高质量的沟通还能解决或避免文化差异造成的误解和冲突,实现不同组织之间的合作。本教材力图使学生建立商务沟通意识,了解和掌握商务工作者应具备的国际商务沟通知识和精湛的英语语言能力,并逐渐养成在商务沟通场合能够有意识地运用沟通的技巧和娴熟的英语进行有效沟通的习惯;培养学生掌握各种关键商务技能、在实际工作环境中对英语及商务技能的应用及独立思考和工作的能力。教材的内容突出实用性,可操作性强。

世界一流商学院的商务教学的基本课程设置包括阅读、个案分析、写作和概述讨论等几项内容。阅读是为了获取必要的理论知识和信息;个案分析是为了提高分析能力,使理论结合实践;写作使思想水平、知识的掌握及语言的运用得以升华;概述讨论则提供学生之间思想交流的机会,促进互相学习。本书的编写借鉴了这一商务教学的基本模式,具有以下特点。

(一) 题材广泛,内容丰富

本书有10个单元,每个单元都涉及商务及商务沟通方面的一个专题,如沟通、国际营销、电子商务、融资、危机管理、企业兼并与收购等。每个单元里有两篇精选的课文。这些课文观点新颖,文体各异,语言精良,值得精研细读。这些范文不仅能帮助读者增长商务知识,而且有助于他们获取商务英语的常用词汇及表达方式。

(二) 实践性强,学以致用

本书以课文为引子,设计了一整套练习,以确保读者通过实践掌握商务英语。每个单元的具体内容包括以下两个部分。

第一部分: 导入

这一部分通过阅读短文介绍概念和语言,使学生了解及掌握每一单元的商务概念和相关语言。通过词汇练习掌握相关的商务英语用语,再通过涉及相关话题的听说讨论活动导入深度教学。

第二部分: 提升

这一部分深入地涵盖了每个单元的主体,通过阅读介绍商务概念的短文加深对相关题材的了解,使学生能够综合分析整篇内容。通过涉及文章内容的词汇练习,强调相关的实用商务术语,再通过涉及相关话题的深入的听说讨论活动,复习所学语言知识,最后在充分学习、

掌握相关内容和技能的基础上,通过英汉互译的实践,提高学生的语言运用能力,为案例学习、商务技能运用和商务写作练习等实践型交际训练打下基础。

总之,教学活动的设计旨在通过大量的交际活动,鼓励学生在完成交际任务的过程中融入自己的经历和观点,达到学以致用目的。

(三) 突出沟通技能,培养交际能力

本书刻意推广个案分析方法,鼓励学生用所学的商务知识去发现和分析问题,并把案例研究结果记录下来,写出报告,在课上概述讨论,与其他同学交流分享,使商务活动与语言教学充分融合,帮助学生开拓视野,提高学生直接用英语从事国际商务活动的的能力。

本教材的编写理念和最终完稿承蒙北京交通大学 2010 级和 2011 级 MBA 专业的同学们的大力协助,在此谨表示衷心的感谢。

出版此书旨在探求一条培养造就专业通、外语精、能力强、素质高的商务英语人才的途径。但愿学习者能从本书获益,并对书中的不妥之处予以斧正。

本书配有教学课件及答案,有需要者请从北京交通大学出版社网站 <http://press.bjtu.edu.cn> 上下载,或发邮件 sunxiucui@163.com 索取。

作者谨识

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Unit 1

Communication

Words are what hold society together.

Stuart Chase, Consumer Researcher



Key Terms



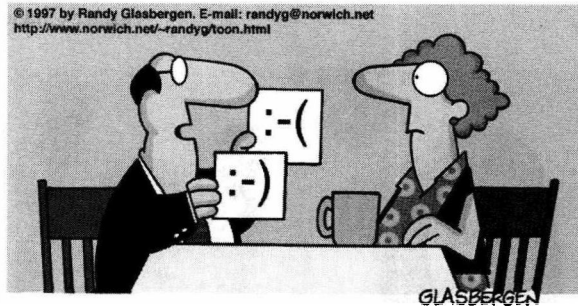
workplace communication
communication competency
organizational communication
interpersonal communication
group communication
public presentation
corporate information
Internet intranet
sales communication
nonverbal communication
communication network

channel
occasion
context
message
participant
speech evaluation
internal communication
E-mail newsletter
interview communication
communication style
relationship marketing

Part One—Lead-in

Speaking

A. Describe the cartoon, brainstorm different ways of communication and make comments on them.



"You always complain that I don't know how to show my emotions, so I made these signs."

B. Discuss the following questions.

1. What makes a good communicator? Choose three important factors from the list. What other factors are important for communication?
 - * fluency in the language
 - * an extensive vocabulary
 - * not being afraid of making mistakes
 - * an awareness of body language
 - * a sense of humor
 - * grammatical accuracy
 - * being a good listener
 - * physical appearance
2. Is it true that "You cannot communicate"? Do a brief survey of two or three classmates, asking each for his or her response to the idea. What do they say? What examples do they provide to back up their opinions?
3. In a team or individually, identify someone whom you consider a good leader. Why is he or she a good leader? Is it possible that a good leader is a poor communicator? Explain why.

Listening

Listen to an interview with Penny Logier, Retail Director at the London-based communication agency MediaComTMB. Penny says it is not possible to be a good manager but a poor communicator. Complete the following extract of what Penny then goes on to say.

Communication is key. People have to _____¹ what you're trying to tell them to do. They have to have a long-term _____² in terms of their career _____³. You must make it clear, as a manager, what those _____⁴ are. _____⁵ is more important than written. People can talk to you on a _____⁶ basis. You actually encourage _____⁷ then and you actually get a _____⁸ and a _____⁹ with the individual.

Reading

Read the following short article about communication. Discuss these questions.

1. In business, do you think it is better to send E-mails or make phone calls? Why?
2. Do you think companies will make more use of E-mail and the Internet in the future?

Put the Cost Back in Communication (Short)

Remember, back in the 20th century, when telephone calls **dominated** our work lives? It was **awful**. The ring of your phone would **butt into** whatever you **happened to be** doing at the moment. You had to answer (it might be your boss, after all), and then you had to respond immediately to whatever the person on the other end was saying.

When **voicemail** arrived, we cheered at first, but it just **made matters worse**. The phone became an even bigger **taskmaster**. The voicemail light was always blinking, and when you listened to a voicemail, you felt compelled to leave a response. The system was forever **swamped**. We started calling it "voicemail hell."

E-mail seemed like a **godsend**. It gave us control. We could choose when to read our e-mail, and we could choose when to respond — and whom to respond to. Even taking just a few minutes to think about a message often led to a more thoughtful response than an immediate, **half-baked** phone reply.

But e-mail did something else. It removed the cost, both **monetary** and social, from **personal communication**. You had to think at least a little bit before placing a phone call, not

just because you might be charged a few cents but because you knew you were going to interrupt the other person. You asked yourself, “Is this really worth it?” E-mail removed that moment of hesitation. Everything was worth an e-mail. (As marketers and **spammers** also discovered.) And there was the wonderful “CC” field and the even more wonderful “Reply All” button. Broadcasting, **cumbersome** with the phone, became easy with e-mail.

Then, with the cost of communication near zero, came the flood: not only e-mail, but **instant messaging**, texting, **tweeting**, Facebooking and all the rest. We don’t really have much more to say these days than we used to, but we have all sorts of new ways to say it. It’s no wonder that businesses are getting nervous. Employees are so busy dealing with messages that they can’t get anything done.

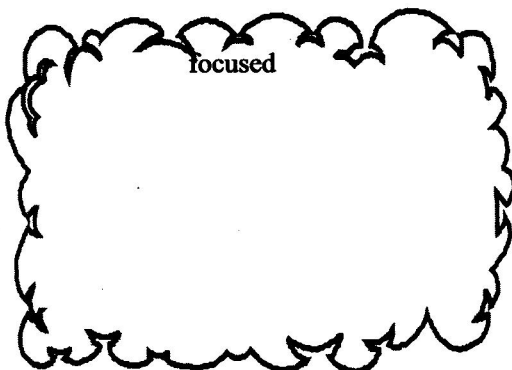
Atos’s decision to ban e-mails between employees is likely to prove **futile**, particularly since the online alternatives can be equally **distracting**. The real challenge is to figure out how to make people think twice before hitting Send. We need to put some cost back into communication.

Vocabulary

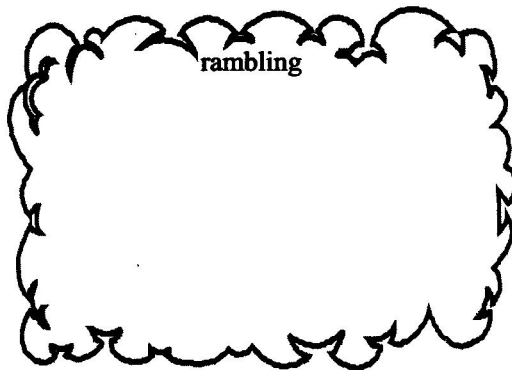
A. The words in the box below are often used to describe communicators. Put them under appropriate headings.

articulate	coherent	eloquent	fluent	succinct
focused	persuasive	rambling	inhibited	responsive
hesitant	tongue-tied	sensitive	lucid	

Good communicators



Poor communicators





B. Fill in the gap in each sentence with an appropriate form of the word in the box above.

1. As a highly _____ speaker, he makes an interview a matter of keeping up with him.
2. She had no _____ about saying what she felt.
3. Her ideas are very _____ set out in his book.
4. He sounded _____, but he was too ill to have any idea what he was saying.
5. The speaker _____ on endlessly.
6. When adults spoke to her, she became _____ and shy.
7. She has always shown a _____ to audience needs and tastes.
8. Anderson gave an accurate and _____ account of their policies.

C. Fill in the gap in each sentence with an appropriate form of the word or phrase from the short article you have just read.

1. A handful of multinational companies _____ the economy.
2. The refusal of either side to compromise could trigger a totally _____ confrontation.
3. The country was handicapped by its more _____ system of development.
4. Since we started the advice service we have been _____ with requests from people who need help.
5. The rain after the long drought was a _____.

Part Two—Enhancement

Listening

Listen to the same interview with Penny Logier, Retail Director at the London-based communication agency MediaComTMB. Then answer these questions.

1. What two factors have improved communication between companies and their customers?
2. What does she say about e-mail? What about an intranet?
3. What can happen to client relations if communication is unclear?

Reading

A. Read the article on different forms of communication in business. Then discuss the following questions.

1. According to the article, what are the main types of business communication?



2. What methods for communication are mentioned in the article? In your understanding, do they make sense? Why or why not?
3. Do you think proper business communication is a vital key to the success of an organization? Explain why.

B. Summarize the article in 100 words and make a mini-presentation for approximately one minute.

Different Forms of Communication in Business (Long)

Proper business communication can play a vital role in the success of an organization. In this article, I shall present to you the different forms of communication in business.

Communication is a process which is a **must** for exchange of useful information between two individuals. In fact, it is the best way of learning new things that are important for business development in all kinds of organizations. It is possible to communicate with the other person in **multiple** ways and modern-day employees working in diverse sectors need to be fully aware of these ways of improving the overall way of functioning of their firm. Given in the next section are some of the different forms of communication in business which are globally used.

Main Types of Business Communication

Internal Communication

Internal communication is the type of communication in which interaction takes place within a corporate house. There are formal as well as informal channels of internal communication. Upward communication, downward communication and horizontal communication are considered to be the major types of internal communication.

Upward communication

In upward communication, the information is passed on from the junior level employees to the management of the company. This enables the employees to participate in the company's business and policies and give their valuable inputs. This kind of communication can help the employees gain confidence, and understand the functioning of the organization better.

Downward Communication

On the contrary, in downward communication, the flow of information is from the top-level management to the **subordinates**. This type of communication enables the organization to benefit from the managerial expertise and experience of the top level management. However, the management should make sure that downward communication

does not take away the employees' freedom of expressing their views on certain aspects. So, giving some powers to the employees in spite of having downward communication is **essential for the growth** of the organization.

Horizontal Communication

In the case of horizontal communication, we see an **interaction** and **collaboration** between people employed at the similar posts or communication between two departments or sections. This helps them get their queries solved and gain knowledge from their colleagues. Interaction between workers must be promoted by the top management for exchange of ideas and new concepts.

External communication

External communication is when the company employees or officials get in touch with people outside the organization for the purpose of **business expansion**. The main advantage of such type of communication is that the management gets to know what are the expectations of the customers/clients in the market, and what the competitors are offering. With this information, the existing **product range** can be improved and new products can be developed and introduced. External communication generally embraces:

A. Communication by Letters

Letter communication is a widely used technique to communicate with the outsiders. This makes the outsiders understand the points which the company management wishes to convey easily. Moreover, the company can have a copy of the letters with them as a proof of communication with outsiders.

B. Seminars and Exhibitions

The use of information or promotional **seminars** and exhibitions is one of the best modes of external communication. Seminars can help the organization display their products and have the company representatives explain their use to the customers in detail. This can help in solving any kinds of doubt which the consumers might have about the company's products.

C. E-mails

E-mails are yet another effective way of external communication in this age of advanced technology. E-mails can help us instantly **reach out** to several people at a time over long distances, and create awareness about the products and services of the company.

D. Meetings

For the listed entities, meetings and conferences with **shareholders** and stake holders can be the best ways of external communication that can bring in more business for the company. Meetings are the place where all points regarding the company fundamentals and expansion plans can be fully discussed with the outside parties like **creditors**.



The agencies with which the company gets in touch can include the government, common public and media. Posters, telegrams, proposals and fax are also considered to be the main elements of external communication.

Communication Methods for Organizations

Verbal Communication

Verbal communication is undoubtedly one of the best types of communication available to us. The truth is that no other communication method can replace verbal communication because of the high degree of impact which it can create on an audience. Sounds, words speaking and language are the main components of verbal communication. Public speaking is believed to be the most efficient form of verbal communication as it can help us interact with several people at a time. However, to make verbal communication successful in business, one needs to put in efforts and train himself/herself to meet the high **industry standards**.

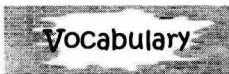
Written Communication

Written communication is one of the most widely used and popular ways of communicating from ages. A person can communicate with others in the 'written' form with the help of letters, proposals, reports or **memos**. This is one of those types of business communication in which the person who sends written documents can have a copy of them with him as a proof that he had communicated the same with the other person.

Visual Communication

While we talk about the different forms of communication in business, we cannot **sideline** visual communication. Photographs, signs, symbols, designs are the best ways of visual communication. Among the electronic forms of visual communication, **video clips**, television and video conferencing are the main ones.

So, this is all about the different forms of communication in business. In this competitive age, where every business house is trying its level best to get more orders from customers, inventing new forms of communication in business is essential. So, hoping that you will try to use the methods of communication well, I would like to **sign off** here. Good luck!



Fill in the gap in each sentence with an appropriate form of the word or phrase from the long article you have just read.

1. So far his administration has failed to _____ to hard line Republicans.
2. The advertising campaign has been planned to raise _____ of the product amongst the

public.

3. Meetings were held to update employees as soon as new information became _____.
4. It's really a bookshop, but they do print posters and address labels as a _____.
5. The manager _____ him _____ because he was too old.
6. If you have any questions _____ any of our services, please feel free to call me.
7. Having granted us one or two privileges, the company is now planning to _____ them all _____.
8. These experts, because of their eminence in their areas, have considerable _____ in policy decisions.
9. She accused the government of not doing enough to _____ economic growth.
10. Computers now form an _____ part of any business activity.



A. Translate the difficult sentences from the short article into Chinese.

1. When voicemail arrived, we cheered at first, but it just made matters worse.
2. Even taking just a few minutes to think about a message often led to a more thoughtful response than an immediate, half-baked phone reply.
3. Broadcasting, cumbersome with the phone, became easy with e-mail.
4. Ato's decision to ban e-mails between employees is likely to prove futile, particularly since the online alternatives can be easily distracting.
5. The real challenge is to figure out how to make people think twice before hitting Send. We need to put some cost back into communication.

B. Translate the following paragraphs into English.

内部沟通

诺基亚公司致力于建立一种强有力的内部沟通文化和实践体系。诺基亚公司通过各种广泛的沟通活动及丰富的沟通渠道和媒介, 尽力帮助员工管理和运用他们在工作中及在企业交往中获得的公司信息。公司通过这种做法, 切实传播公司的运作策略及“诺基亚之道”。

诺基亚公司倡导这样一种公司文化: 将良好的沟通习惯融入公司与员工及员工与员工之间的日常交往之中。在这一公司文化中, 共同的期望和目标、共享的知识、坦诚、高效和诚信高于一切。

诺基亚公司通过在公司上下进行一年一度的员工意见调查, 以及针对具体沟通活动的目标调查, 衡量公司内部沟通方面的绩效。



C. Try out and comment on:

Read the following paragraph and put it into Chinese. Then compare your version of translation with your peers' carefully, discuss in your group to find fault with each version and pick up the best one.

Of the 200 largest corporations in the world, McKinsey offers advice to 147. Their clients include 80 of the top 120 financial-services companies, 9 of the 11 biggest chemical producers, and 15 of the 22 top pharmaceutical and health-care firms. Its number-one client paid McKinsey last year over \$60 million for its advice.

Your translation:

Other possible translations:

- A. 全世界最大的 200 家公司中，有 147 家是麦肯锡（McKinsey）咨询公司的客户。该公司的客户包括金融服务公司中前 120 家中的 80 家，最大的 11 家化工厂中的 9 家，最好的 22 家制药和医疗卫生保健服务公司中的 15 家。去年，麦肯锡公司最大的客户向它支付了 6 000 多万美元的咨询费。
- B. McKinsey 公司向全世界最大的二百家企业中一百四十七家提供咨询服务。他们的客户包括：一百二十家顶尖的金融服务企业中的八十家，十一家最大的化工生产者中的九家和二十二家一流的制药和健康产品制造厂中的十五家。去年，麦肯锡最大的客户向其支付了超过六千万美元的咨询服务费。
- C. 麦肯锡咨询公司为世界 200 家大企业中的 147 家提供咨询服务。在 120 家顶级金融公司中，有 80 家是麦肯锡的客户；11 家最大的药品生产商中的 9 家，22 家高级医药保健公司中的 15 家公司作为自己的服务对象。去年，光是麦肯锡的头号大顾客就一举支付了 60 多亿美元的咨询费。
- D. 在世界最大的 200 家企业当中，接受麦肯锡咨询公司服务的有 147 家。在 120 家顶级金融服务公司当中，有 80 家是它的客户，在 11 家最大的化学制造商当中，有 9 家是它的客户，在 22 家顶级的制药保健公司当中，有 15 家是它的客户。去年，麦肯锡公司为其最大的客户提供咨询，收费 600 多百万美元。
- E. McKinsey 为全球 200 家最大的公司中的 147 家提供服务。他们的客户包括金融服务前 120



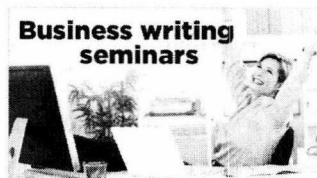
家中的 80 家，此外，麦肯锡还囊括了 11 家最大的化学药品生产商中的 9 家，22 家顶尖的药品和保健品厂中的 15 家。去年它的最大客户为其收到的服务酬付了 600 万多美金。

F. McKinsey 麦肯锡为全球 200 家大公司中的 147 家公司提供过建议。他们的客户包括最好的 120 家金融服务公司中的 80 家，最大的 11 家化工厂中的 9 家，及最好的 22 家医药及健康服务事务所中的 15 家。麦肯锡的最大客户在去年为麦肯锡给它提供的建议支付了 6 千万美元。



How to Write a Business Proposal (I)

There is no universal standard for layout or composition of proposals. A “proposal” is intended to persuade someone. What is required to do that is up to the person being persuaded. If you want your proposal to succeed, you must know your customer.



- If your customer wants details, give it to them. If they don't want to do a lot of reading, give them a short proposal.
- If your customer wants references, give it to them. Otherwise, don't.
- If your customer wants pricing, give it to them. If they're not ready for pricing, don't give it to them.
- If your customer wants contractual details, give it to them. If they're not ready to discuss contractual details, don't force them.
- If your customer wants to know who will be doing the work, tell them. If they don't care, don't tell them.
- If your customer wants things presented chronologically, organize your proposal that way.
- If your customer wants information organized functionally, organize your proposal that way.

If you don't know the answers, find them out. If the customer doesn't know what they want or need, give them criteria to help them figure it out. Never load the customer up with a bunch of paper just because they might want something. Give them what they want. No more, no less.

Here is a simple approach to help you cover all the bases in your proposal. For each section/requirement that you must address, make sure you answer: who, what, where, how, when, and why. Repeat it until it rolls off your tongue and you have it memorized. Use it to identify and answer all of your customer's questions.